NUARY 6, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

"WELL, I'LL..."

cried the first assistant to an agency v.p. when he learned . . .

that WOR's daytime mail-area

1. Contains 23,472,375 people who spend $14,030,592 in all kinds of retail stores every year.

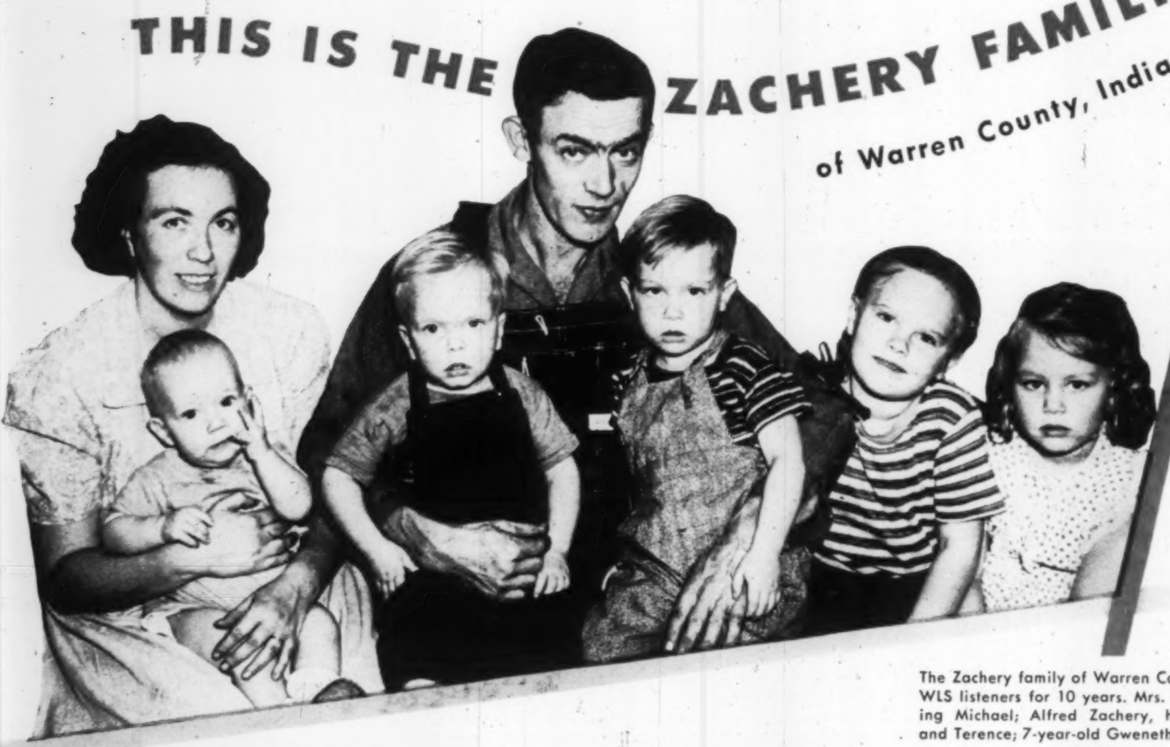
2. That this same area has more than 20% of the nation's homes with radios, or 5,934,329 occupied by people who have $31,623,860 to spend for all kinds of things advertisers have for sale.

What WOR has done—and is doing—to simply and economically divert these people and their money toward hundreds upon hundreds of advertisers, it can also do for you. WOR's file of 106 great success stories can amply prove this to anyone who will call or write WOR—that power-full station at 1440 Broadway, in New York

Mutual

THIS IS THE ZACHERY FAMILY

of Warren County, Indiana



The Zachery family of Warren County, Indiana, WLS listeners for 10 years. Mrs. Zachery, holding Michael; Alfred Zachery, holding Jimmy and Terence; 7-year-old Gweneth and Jacquita.

THE Alfred Zachery family lives on a 160-acre farm near Judyville, Indiana. They have about two thousand dollars invested in machinery and equipment. Last season, Mr. Zachery had 86 acres in corn, another 45 acres in soybeans, and raised a few hogs, while Mrs. Zachery tended the flock of 125 chickens. More important, they are raising a fine crop of young Americans—three boys, Michael who is 6 months old, Jimmy, 2 and Terence, 4; and two girls, Jaquita, 5 years old, and Gweneth, 7. The youngsters have their own favorite livestock: a pony, a goat, and a dog.

The Zacherys moved to Indiana from Kentucky. They had been regular WLS listeners there . . . when they moved to Indiana, they found WLS broadcasts even more useful. "You have helped us in so many ways," Mrs. Zachery says. She points out how Dinner Bell Time, weather reports, farm news and other WLS programs filled their need for information on Indiana soils, weather and farming methods. Their favorite entertainment program is WLS Smile-A-While at 5 a.m. and they are regular Prairie Farmer readers.

It is on this home and family, and the homes and families like them throughout Midwest America, that the microphones of WLS have been focused for 23 years. It is our intimate interest in their problems, the service and entertainment we give them, that have made them such loyal listeners to WLS . . . and upon loyal listeners depend advertising results.

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company. Affiliated in management with KOY, Phoenix, and the ARIZONA NETWORK . . . KOY, Phoenix . . . KTUC, Tucson . . . KSUN, Bisbee-Lowell-Douglas.

WLS

CHICAGO 7

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

na,
ld-
my
ta.

"Sh, girls—it's Frances!"

She sparkles cheerfully like sleigh-bells—twice daily, five times a week. And, listening, Philadelphia women can forget their winter and rough weather. For Frances McGuire whisks her audience into a feminine dream world of home hints and fashions and celebrities, too.

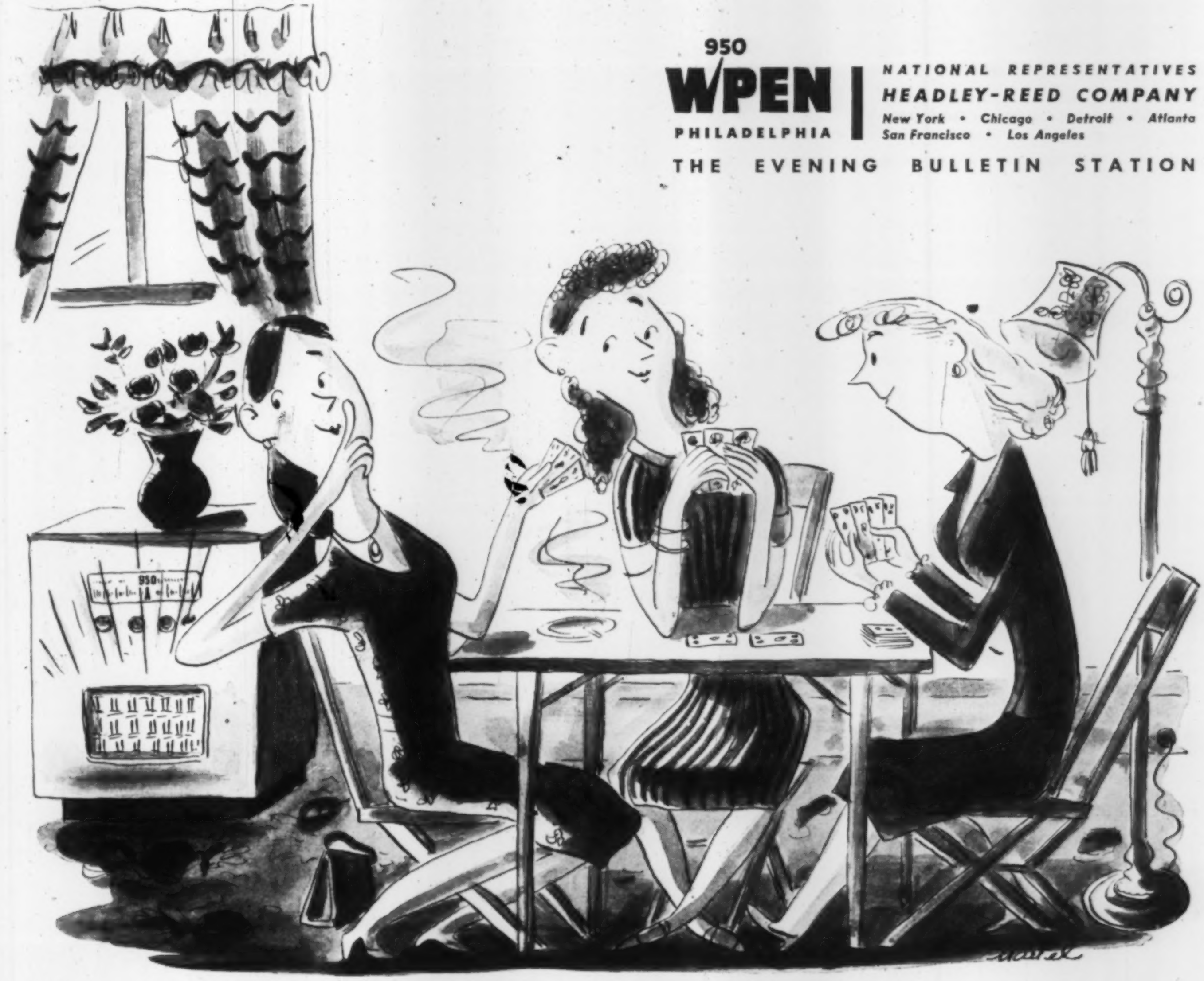
Frances McGuire's *is* a new program. But it is fast winning friends for this progressive station. Owned and operated by *The Evening Bulletin*—America's largest evening newspaper—WPEN knows Philadelphia tastes.

At 950 on the dial, Philadelphians of both sexes find what they want when they want it. That's why more Philadelphia listeners know WPEN than any other independent—and one network outlet. That's why advertisers find WPEN an open sesame into the prosperous homes of the nation's huge third market. You can, too.

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION



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BROADCASTING... at deadline

Closed Circuit

GRADUAL RETIREMENT from FCC of non-Civil Service department heads is being speculated upon in light of Republican control of Congress. FCC has been Democratic since its creation in 1934 during first Roosevelt Administration. Republican patronage dispensers are looking toward replacements in all governmental agencies including top Commission level itself.

MOVE TO have NAB Board of Directors at San Francisco meeting this week call off exploratory conversations with James C. Petrillo's AFM and have stations and others deal with musicians union on local level as union procedures contemplate, will be made by Wayne Coy, WINX Washington vice president, who attends his first NAB meeting as director for local stations. Refusal of Petrillo to do more than shadow box with NAB President Justin Miller believed motivating move.

WHEELER WILL join Wheeler when former Senator from Montana hangs out his shingle in Washington this month. Former Chairman of Senate Interstate Commerce Committee Burton K. will have as his associate Edward Wheeler, his son, who has been practicing as member of Washington firm of Vesey, Wheeler & Prince. Firm will start out with at least one big radio client, either RCA or one of its communications subsidiaries, or Gene McDonald's Zenith Radio Corp. which now has suits pending against RCA involving television patents.

IT'S ANYBODY'S GUESS now on Paul A. Porter and BMI presidency. Last week he advised BMI presidential selection committee he still was unable to make decision on his availability until after completion of his ambassadorial Greek finance mission but it is understood door was left slightly ajar. BMI Board doesn't meet again until February. Porter mission returns in late March or early April. Understood Porter already has turned down one private industry offer substantially in excess of $40,000-$50,000 stipend indicated for BMI presidency.

NEW FARM regional network in New York to debut in spring with two or three legs extending up Hudson Valley and west to Buffalo, with 50-kw New York City outlet included. WWSC Glens Falls and WLBT Liberty (due to open in spring) to be key stations. Outlets likely to be in Poughkeepsie, Kingston, Schenectady, Buffalo, Rochester, other points. Cooperative combination rate for full network or portions in making.

JOHN B. KELLY and Anthony J. Drexel Biddle Jr. reported negotiating for sale of their combined 49% interest in 10 kw WIBG Philadelphia. Each has 24.5%. Mr. Kelly is

(*Continued on page 86*)

Upcoming

Jan. 5-7: NAB Board of Directors, Mark Hopkins Hotel, San Francisco.

Jan. 8-9 NAB Area Meeting (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.

Jan. 10: NAB Separate Meetings (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.

Jan. 10: FM Assn., Organization Business Meeting, 10 a.m., Congressional Room, Hotel Statler, Washington.

Jan. 13-14: NAB District 14 Meeting, Hotel Utah, Salt Lake City.

(Other Upcomings page 77.)

Bulletins

FCC's second retreat from Blue Book stand seen Friday in announcement that WIBG Philadelphia, one of seven stations originally set for renewal hearings because of programming, had been given renewal "on a regular basis." Action came in grant of WIBG petition for reconsideration. KGFJ Los Angeles, similarly set for hearing on program grounds, won regular renewal few weeks ago. [BROADCASTING, Dec. 2].

PORTABLE development broadcast station at Laurel, Md., to test transmission of broadcast programs over local power lines granted Herbert L. Spencer, Baltimore, by FCC. CP for experimentation only. Mr. Spencer denied applications for similar stations at Rockville, Gaithersburg and Westminster, Md.

MITCHELL FAUST CHANGES

D. R. COLLINS named executive vice president Mitchell Faust Adv. Co., Chicago. Holman Faust, vice president - board member, resumes active directorship Radio Dept., succeeding Hildred Sanders, resigned to join Dancer-Fitzgerald-Sample. Mrs. Mary Poleson, assistant radio director, named timebuyer, Helen Sieveking continuity editor.

PRESIDENT WATCHES

PRESIDENT TRUMAN showed intense interest in telecast of Congress opening Friday noon, watching proceedings on RCA table model with 10-inch screen. Receiver, installed at desk, will be moved to his study after message to Congress today. President saw House proceedings from WTTG, Du Mont Washington station. First telecast of Chief Executive delivering message to Congress to require about 40 minutes.

Business Briefly

CITRUS CAMPAIGN ● Southern California Citrus Foods, Redlands, Calif. (Real Gold orange juice), subsidiary of Mutual Orange Distributors and new to radio, Jan. 6 starts for 13 weeks participation in women's programs on KIRO Seattle, WISN Milwaukee, WFIL Philadelphia, WTCN Minneapolis. Other stations will be added. Agency, J. Walter Thompson Co., Los Angeles.

FORUM NOW CO-OP ● *America's Town Meeting of the Air* Jan. 9 becomes ABC cooperative available for local sponsorship. Program broadcast Thurs., 8:30-9:30 p.m.; sponsored Sept. 7, 1944 through Nov. 29, 1945 by *Readers Digest*.

WINE GROWERS SHOW ● California Wine Growers Guild, San Francisco, Jan. 11 starts *Murder and Mr. Malone* on 80 ABC stations, Sat. 9:30-10 p.m. Contract is for 52 weeks. Agency, Honig-Cooper, San Francisco.

SNO-MIST PLANS ● Phillips & Benjamin Co., New York, appoints Lindstrom, Leach & Co., New York, to handle advertising for Sno-Mist, powder spray deodorant. Radio will be used.

BLUING SPOTS ● General Foods Corp., New York, planning national spot campaign for improved La France Bluing Flake. Agency, Young & Rubicam, New York.

FCC EXPLAINS DENIAL OF CLEAR CHANNEL PLEA

EXPLAINING Nov. 13 denial of Clear Channel Group's petition against licensing daytime stations on clear channels and channels adjacent to clears [BROADCASTING, Nov. 18], FCC said Friday grant of petition would mean no action could be taken on applications for 610 to 1590 kc "since all of these . . . are either I-A channels or are adjacent (within 30 kc) to I-A channels."

All daytime grants on clears, Commission emphasized in Memorandum Opinion, subject to whatever rule-changes result from clear channel hearings. FCC further reasons daytime clear-channel applications granted consistent with rules and "fulfill definite public need": Of 103 CP's for clear channels granted since Oct. 8, 1945, 53 in cities having no other AM station. That many daytime stations being used to help finance FM "is an additional reason" for denying CCG petition, Commission added.

FCC insisted denial would not adversely affect outcome clear channel hearing or preclude power above 50 kw if higher power deemed advisable.

DON LEE HOLLYWOOD PLANS

GROUND BREAKING for new $2,500,000 radio and television studios of Don Lee Broadcasting System, Hollywood, will take place early this year, according to Lewis Allen Weiss, vice president and general manager. Site is at Vine St. and Fountain Ave., Hollywood.

WALT LOCHMAN

Home town boy who has made good with Mid-America listeners for his accurate, "so-you-can-see-it" SPORTS coverage. He's popular with advertisers too!

JIM MONROE

Although from Missouri, he obtained his M. A. at Northwestern, and for six years has been head of KCMO's NEWS department. Background and experience make him always "in demand!"

LEON DECKER

M. U. graduate, former Mid-America Press Chief for AP and later top newsman for ABC Network in New York, his rating proves that KCMO's daytime NEWS audience is definitely "Decker" conscious.

3 GOOD REASONS

why KCMO programs are keeping right up with KCMO's growth toward a bigger, more powerful station (50,000 watts Day, 10,000 watts Night, at 810 KC—now under construction).

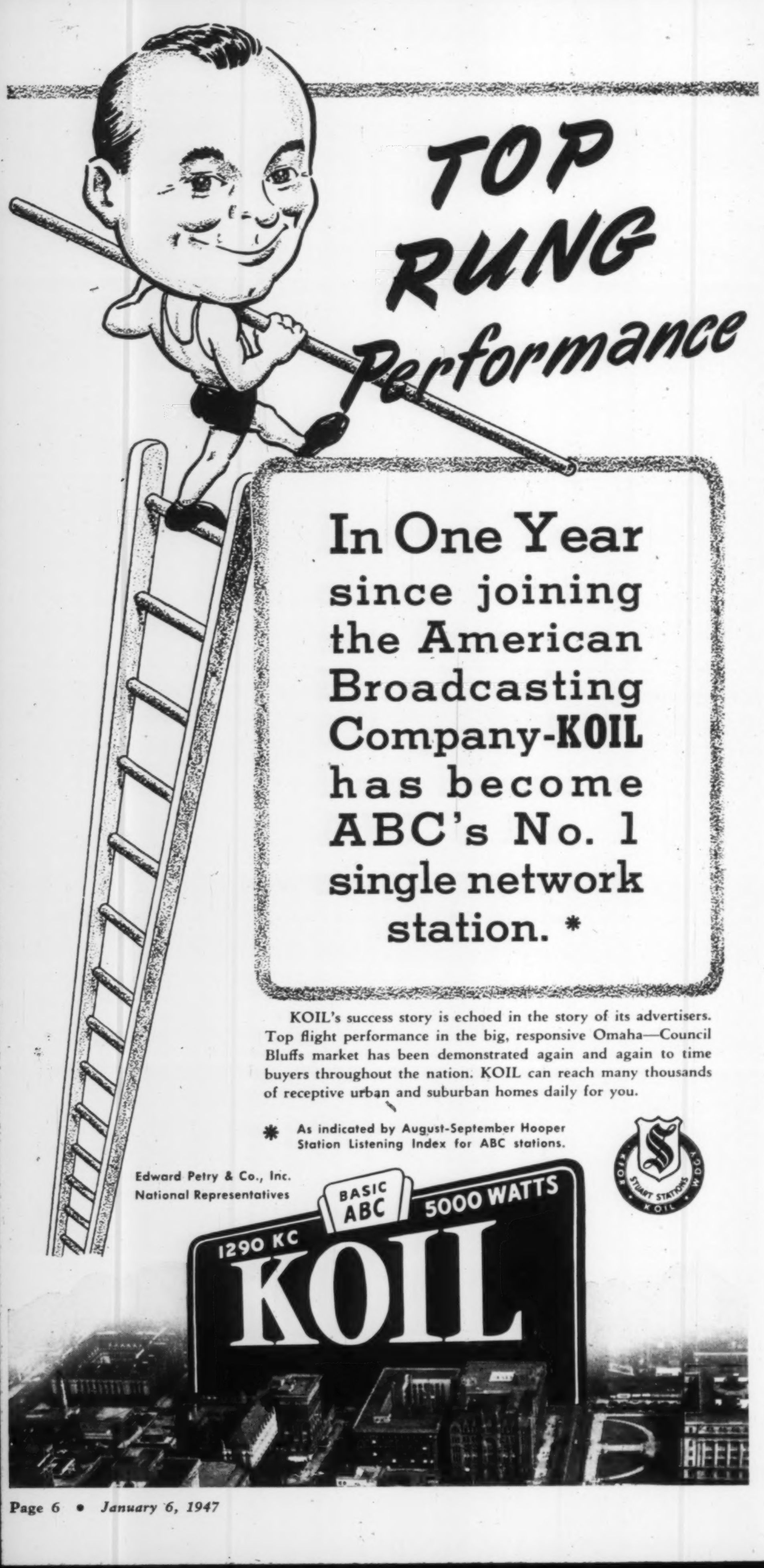
These are representative "samples" of the talented, wide-awake KCMO staff that is turning out popular appeal programs for a listening Mid-America.

National
Representative:
John E. Pearson Co.

KCMO

EXPANDING MID-AMERICA

Basic ABC • Kansas City, Mo.



In One Year since joining the American Broadcasting Company-**KOIL** has become ABC's No. 1 single network station. *

KOIL's success story is echoed in the story of its advertisers. Top flight performance in the big, responsive Omaha—Council Bluffs market has been demonstrated again and again to time buyers throughout the nation. KOIL can reach many thousands of receptive urban and suburban homes daily for you.

* As indicated by August-September Hooper Station Listening Index for ABC stations.

Edward Petry & Co., Inc.
National Representatives

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
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At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

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Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold, Mary A. Cook.

PROMOTION
WINFIELD R. LEVI, *Manager,*

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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 28. *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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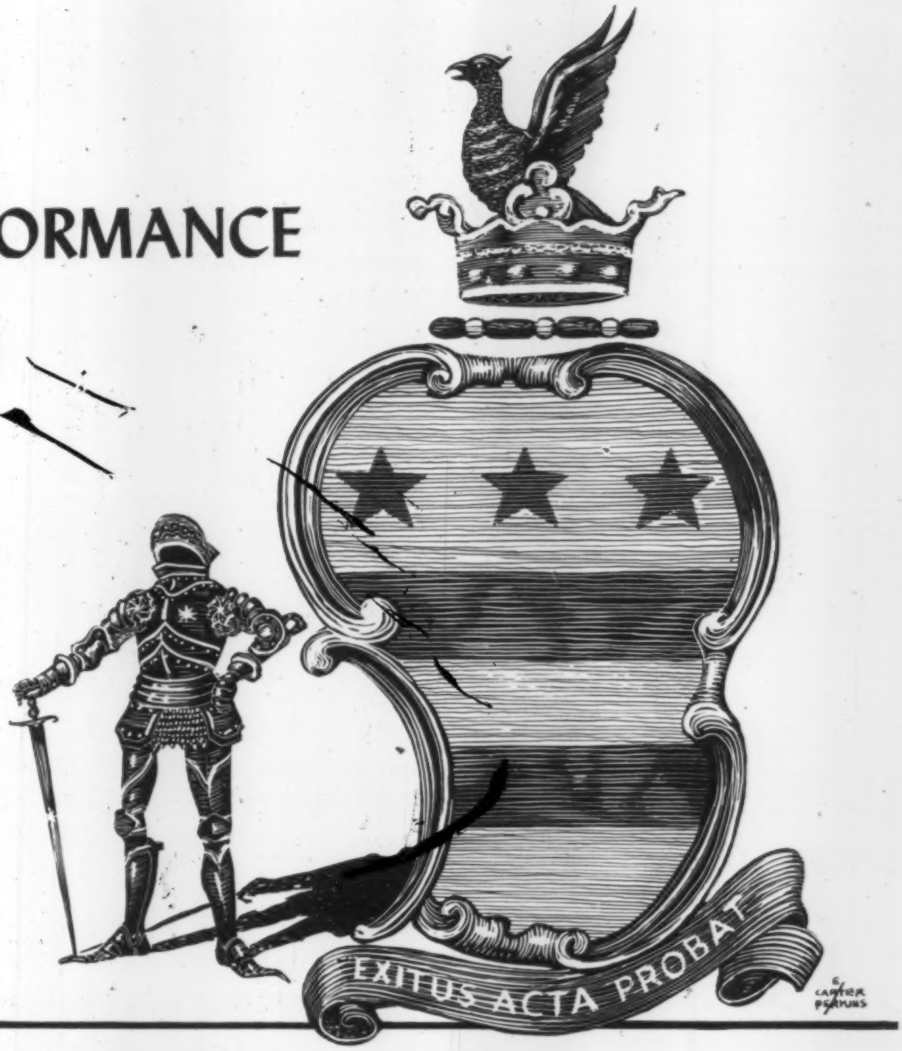
PERFORMANCE PLUS



● In "days of old," knights bore their coats of arms as important symbols of identification. Armorial bearings were a mark of great valor, honor and the performance of chivalrous deeds. The crest shown here is that of the Washington family, and, as you can see, it was the inspiration for our flag.

The letters WCBM are a symbol of worthy performance. To the observant time-buyer they identify a dependable medium for his message. They stand for a station that gives complete coverage in metropolitan Baltimore. If you are seeking performance plus in radio advertising, ask what has been accomplished for others by WCBM.

Baltimore's Listening Habit

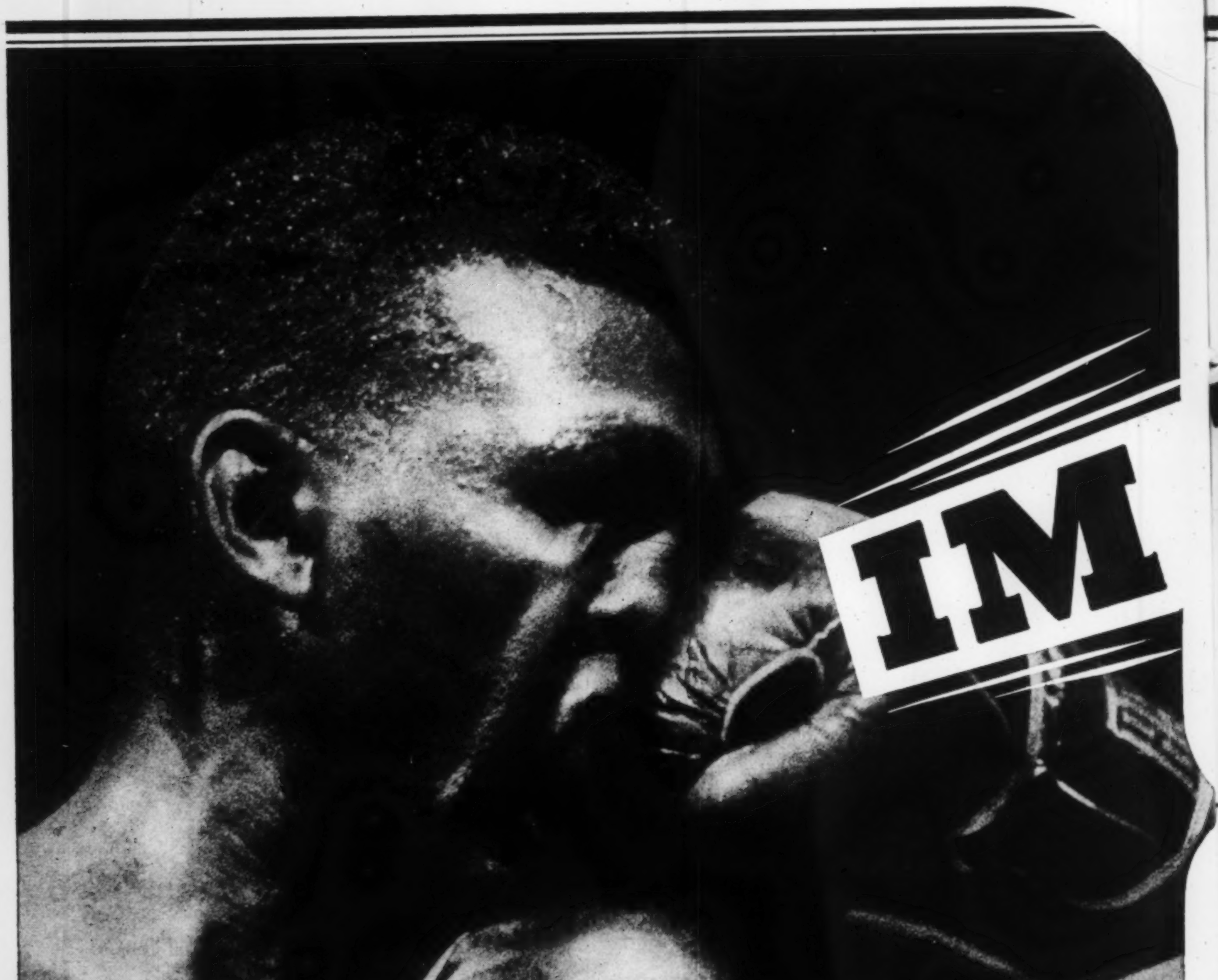
WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President

George H. Roeder, General Manager


IM

PACT!

• Sales IMPACT! That's what Spot Radio offers your product. It provides the punch — the power to create and stimulate sales in a given market, yet is so flexible you can confine your efforts to match distribution. No promotion is fulfilled without Spot Radio — no radio campaign complete without the stations listed.

REPRESENTED NATIONALLY BY

*** * * EDWARD PETRY & CO., INC. * * ***

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WJR	Detroit	CBS
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T.H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWCO	Waterbury, Conn.	MBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

Remember the story about . . .

THE GIANT

AND JACK?

Don't always bet on the big guys! They get the slug put on them constantly. It even happens in radio. Take Washington. Down here, it's little WWDC that's known as the sales result station all over the town. We've got sales success stories that would gladden the heart of clients interested in giving that sales curve a bump. Get the facts on WWDC . . . it belongs on any list that mentions Washington!

Keep your eye on

WWDC

IN WASHINGTON, D. C.

Coming Soon—WWDC-FM

Represented Nationally by

FORJOE & COMPANY

Feature of the Week

WWDC, Washington independent, boasts city-wide news coverage, thanks to its "tipsters" all over town. Every day following the 8:15 a. m. news show and after either the 8:30 or 9:30 p. m. news spot, WWDC announces: "Would you like to earn from $1 to $5? If you witness an accident, fire or other big news story, call WWDC, National 7203, ask for the newsroom. We will pay $1 for the best story of the day, $5 for the best story of the week."

The announcement brings tips from cab drivers, housewives, storekeepers, and "innocent bystanders" throughout the city. There are some regular callers who have often hit the weekly $5 for the best tip of the week.

Outstanding among these unofficial reporters is a nine-year-old boy. "We don't know how he gets all his news," said Fred Hoffman, head of the WWDC newsroom. "Things just seem to happen in his neighborhood. Or maybe he makes them happen. Anyway, several times he has won the $5, in addition to the $1 for the day's best tip."

Although the system has been in operation for a year, the station's newsroom staff says there hasn't been one "phony" call. Many of the tips are not newsworthy, but all persons calling are answered politely, and with no indication of whether the tip is a good one or not.

The staff even lends a polite ear to a long account of sister Gussie's wedding, or of an office party at the FBI, or even to a "hot tip" on news two days old.

The tips are mostly concerned with accidents, big fires, plane crashes and murders. Often WWDC has scored a beat on local stories, such as a big bus crash on Memorial Bridge, a triple murder in Montgomery County, a policeman who was shot just a block from the station. All tips are checked through the police or by a news staff member.

Regular news staff of WWDC includes Mr. Hoffman, Dave Berlin and Mrs. Audrey Dillman.

Pull Out Plug

DEAN LANDFEAR of WMT Cedar Rapids is ready to believe the often-heard remark that anything can happen to a disc jockey. And here's why. In an overcrowded rooming house in Iowa City a fellow was parking over-long in the community bath tub while he enjoyed Dean's platter show. The gent next in line found knocking on the bathroom door of no avail and, in desperation, put through a long distance call to Dean and pleaded with him to ask the bath tub squatter to scram. Dean relayed the request via WMT and the portable radio in the bathroom. Result: the tub loafer took the hint and scrammed.

Sellers of Sales

LOOKING more like a photographer's model than a model timebuyer, attractive Lucille Joan Vella is responsible for buying more than $450,000 worth of radio time annually for several BBDO New York clients.

Miss Vella first joined the agency in 1938 as a stenographer. One year later she was transferred to the radio production department as a secretary. She remained in that department for five years, and one day in 1943 she was promoted to the timebuying division as an assistant timebuyer. It was shortly after that that she was appointed a full-fledged timebuyer.

LUCILLE

Lucille buys radio time for Nehi Corp. (Royal Crown Cola and Par-T-Pak), New York Telephone Co., and the Ethel Corp. (cleaner).

Born in Brooklyn on Dec. 7, 1919, she has lived in the same house located in Brooklyn all her life.

She is especially fond of watching baseball and basketball games and is, of course, an avid Dodger fan.

On the more feminine side, she loves to bake and is a whiz at making chocolate chip cookies.

Her hobby is dancing. Her fiancé, Anthony Piazza, and she manage to make a dancing appearance in at least one new York night club every week.

The young couple, who have been engaged for the past two and a half years, are planning to set a wedding date just as soon as they can find an apartment.

WDEL
WILMINGTON DELAWARE
SELLS
NBC

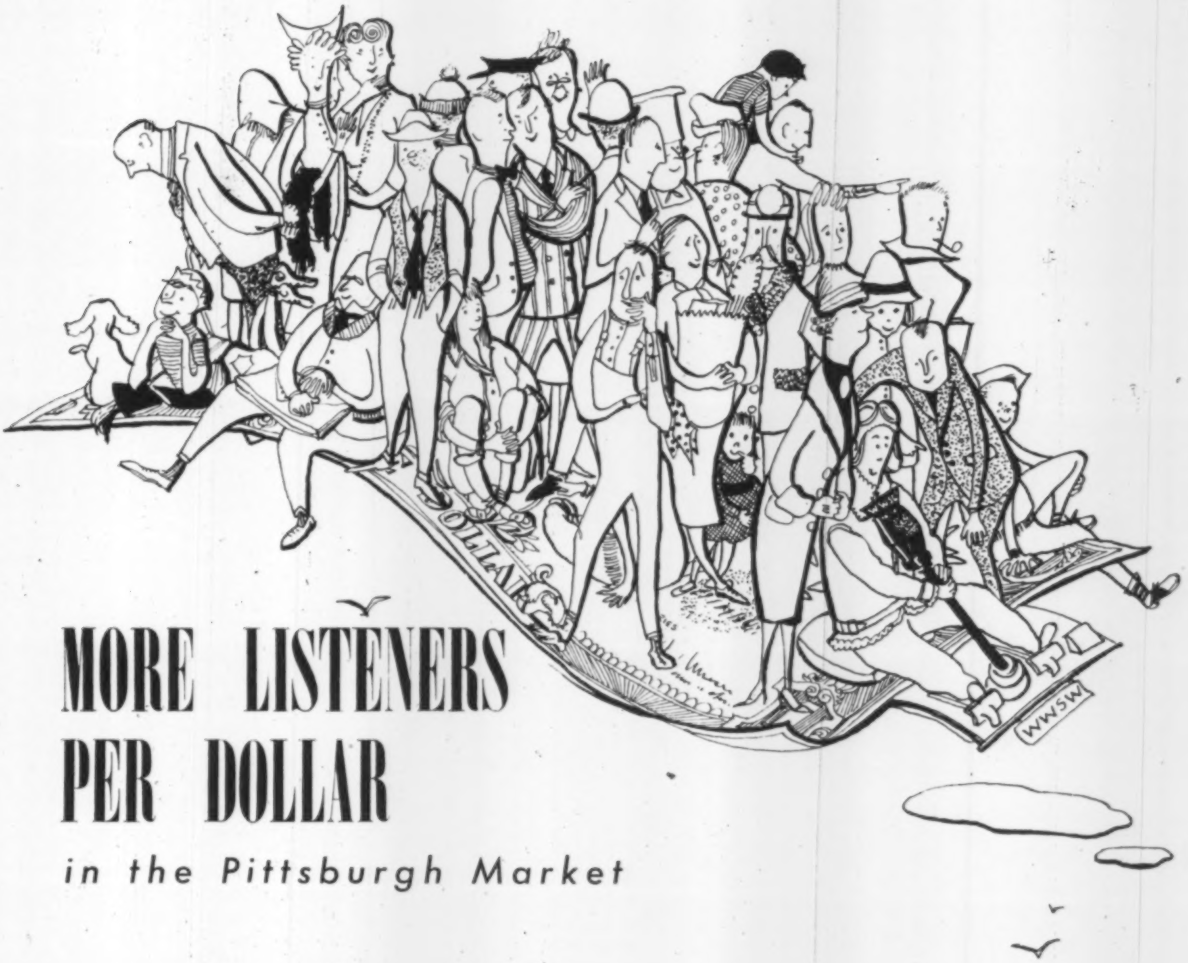
Profitably, economically, consistently. This popular, progressive station reaches a prosperous, spending market comprising: Delaware, southern New Jersey, parts of Maryland and Pennsylvania.

5000 WATTS
DAY AND NIGHT

BASIC STATION

Represented by
RADIO ADVERTISING COMPANY

New York • Dallas • Chicago
San Francisco • Hollywood



MORE LISTENERS PER DOLLAR

in the Pittsburgh Market

Climb aboard our *magic carpet!* It covers a concentrated market of a million and a half people. And you'll be in smart company with scores of local and national advertisers who for years have harnessed their sales wagon to WWSW. The big retailers, the largest department stores and many national accounts use our sales power more than any of Pittsburgh's four other stations.

No trick mirrors. No sleight-of-hand. It's traditional with us to have our *magic carpet* loaded with listeners.

Always first in SPECIAL EVENT coverage. There are 30 remote lines serving Pittsburgh all the time.

Always first in SPORTS coverage. 14 years of major league baseball, 11 years of big-time football and now basketball, 14 years of pro-hockey, national tennis and golf tourneys, plus comprehensive coverage of local collegiate and scholastic sports.

There are many more reasons why you should be riding our *magic carpet**—make reservations now.

IN PITTSBURGH, PA., FM AFFILIATE WMOT

The City's Only Independent & 24 Hour Station

WWSW

**Go ahead, ask Forjoe & Co.*

James McNamara

Fred Henry

Roger Patrick

FIVE ACES

YOU CAN'T DRAW A BETTER HAND

KLAC NEWS QUINTET IS SETTING SALES RECORDS

A large group of advertisers in the Los Angeles area can attest to the effectiveness of KLAC "clocked news" as a sales-getter. The station's reputation for news . . . including everything from sports to on-the-spot broadcasts . . . hinges greatly on the wide experience and ability of these five radio newsmen considered tops in their field. For a client who wants a "guaranteed" audience, you can recommend, with confidence, KLAC news.

National Representative: ADAM J. YOUNG, *Jr., Inc., New York & Chicago*

Marx Hartman

Ed Hargrove

LOS ANGELES

KLAC

An Outstanding Success!

Raytheon's

RC-11 STUDIO CONSOLE

for AM or FM

The Most Versatile Unit of its Kind...Easily Controlling Two Studios, Announcer's Booth and Nine Remote and Two Network Lines.

First unveiled at the I.R.E. Show last winter, this remarkable Raytheon Console has won a unique place in its field—commanding the attention of studio engineers and managers as few items of broadcast equipment ever have!

It provides *complete* high-fidelity speech-input facilities for the modern station—with all the control, amplifying and monitoring equipment contained in a single compact cabinet. It easily handles any combination of studios, remote lines or turntables—broadcasting and auditioning simultaneously, if desired, through two high quality main amplifier channels. It makes it a simple matter to cue an oncoming program and pre-set the volume while another program is on the air.

Note the sloping front and backward-sloping top panel, giving maximum visibility of controls and an unobstructed view into the studio. Note the telephone-type, lever action, three-position key switches, *eliminating nineteen controls* and reducing operational errors to a minimum.

The beauty of this console, in two-tone metallic tan . . . the efficient, functional look of it . . . will step up the appearance of any studio, and yet blend easily with other equipment. And the low price of this Raytheon Console will amaze you.

Inquire at once! Write or wire to:

Compare

THESE OUTSTANDING FEATURES WITH ANY OTHER CONSOLE

1. **SEVEN** built-in pre-amplifiers—*more than any other console*—making possible 5 microphones and 2 turntables, or 7 microphones, on the air simultaneously.
2. **NINE** mixer positions—*more than any other console*—leading to 5 microphones, two turntables, one remote line and one network line.
3. **NINE** remote and two network lines—*more than any other console*—may be wired permanently.
4. **TELEPHONE-TYPE** lever-action key switches used throughout – most dependable, trouble-free switches available. *No push buttons.*
5. **FREQUENCY RESPONSE** 2 db's from 30 to 15,000 cycles. Ideal speech input system for either AM or FM.
6. **DISTORTION** less than 1%, from 50 to 10,000 cycles.
7. **NOISE LEVEL** minus 65 db's or better. Airplane-type four-way rubber shock mounting eliminates outside noise and operational "clicks."
8. **ALL FCC REQUIREMENTS** for FM transmission are met.
9. **DUAL POWER SUPPLY** provides standby circuit instantly available for emergency use.
10. **POWER SUPPLY** designed for mounting on desk, wall or relay rack.
11. **INSTANT ACCESS** to all wiring and components. Top hinged panel opens at a touch. Entire cabinet tilts back on sturdy full-length rear hinge.

RAYTHEON MANUFACTURING COMPANY

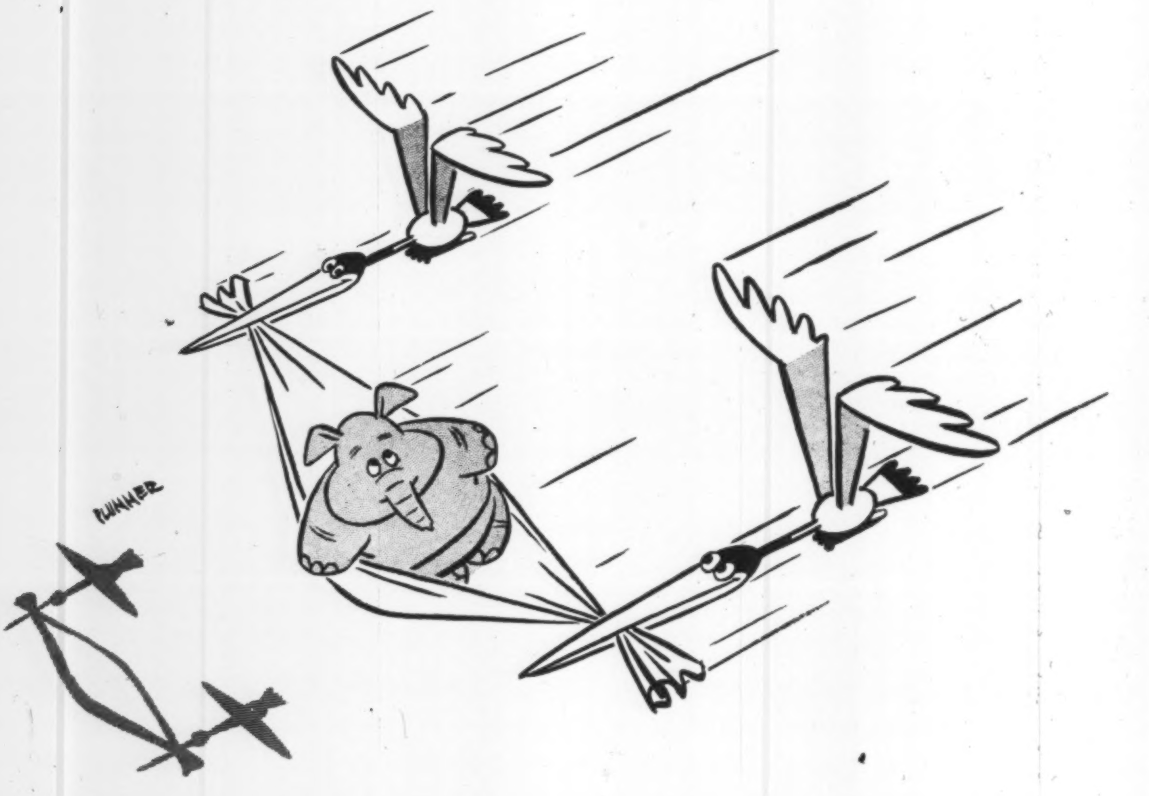
Broadcast Equipment Division **7517 N. Clark Street, Chicago 26, Ill.**

RAYTHEON

Devoted to Research and Manufacture for the Broadcasting Industry

Excellence in Electronics

A LITTLE EXTRA EFFORT OFTEN GETS A BIG RESULT!



- **We don't know how many storks it takes to deliver a baby elephant, but we do know about the extra team-work and the *extra* effort required to "born" a really big spot-broadcasting campaign.**

That's one of the times when the *size* of our organization is simply a life-saver. We've seen times when every one of our six offices, when literally *teams* of our "Colonels", got together and worked as a unit to get fast action for a big new break in spot-broadcasting. And got results!

Team-work is another big F&P "plus". Want to see some of it?

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

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BALTIMORE	WCBM
BEAUMONT	KFDM
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
DETROIT: *3463 Penobscot Bldg.* Cadillac 4255
SAN FRANCISCO: *58 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
TELECASTING

VOL. 32, NO. 1 WASHINGTON, D. C., JANUARY 6, 1947 $5.00 A YEAR—20c A COPY

G.O.P. Leaders Urge Woman for FCC

Miss Marion Martin Given Backing Of Group

By BILL BAILEY

A CONCERTED campaign to have Miss Marion Martin, former executive of the Republican National Committee, named to the FCC was underway Friday as the new Congress convened.

Guy P. Gannett, president of Portland (Me.) Broadcasting System (WGAN) and prominent publisher, proposed Miss Martin's nomination at the White House late last week, he told BROADCASTING Friday. Mr. Gannett said he had soldiered with Pres. Truman in World War I and that he and the President were friends of long standing. He said he had not personally recommended Miss Martin to Mr. Truman.

"I asked Harry Vaughan (Maj. Gen. Harry Vaughan, Military Aide to the President) to pass my recommendation on to the President," said Mr. Gannett.

Mr. Gannett said he had received no commitment from either General Vaughan or the President, although he understood that both Senators Wallace H. White Jr., new majority leader, and Owen Brewster, of Maine, were urging her appointment. They were, he added, soliciting the support of all Senate Republicans.

Whether Senator White proposed Miss Martin for the Commission when he called on the President a fortnight ago [CLOSED CIRCUIT, Dec. 30] could not be determined, but Mr. Gannett said the senator was the first to suggest that she be named to the Commission.

Miss Martin resigned from the Republican National Committee effective Jan. 1 after eight years as assistant chairman and director of the women's division.

Should Miss Martin be named to the Commission—and Republican leaders who asked that their names not be used at the moment—were confident she would, she would become the first woman in history to sit on the Commission which regulates broadcasting and communications.

Miss MARTIN

News of her possible appointment brought varied reactions from political sources. In some quarters the story was circulated that it was a move on the part of the Administration to forestall a promised investigation of the FCC. In others it was seen as assurance that the Republican leadership in Congress would be given a complete picture of what's what at the Commission.

There were reports, too, that Speaker Joseph W. Martin Jr. of the House had indicated to some interested sources that there would be no probe of the FCC. Mr. Martin's office denied that. A spokesman stated: "If any agency of Government needs investigating the House certainly will investigate. The Speaker has not changed his views expressed in BROADCASTING" (Oct. 28). At that time Mr. Martin called for remedial radio legislation and an investigation of the Commission if necessary.

Miss Martin is known to have the support of some of New England's leading broadcasters, as well as a large majority of the

(Continued on page 85)

BROADCASTING TRENDS

Agencies Vote Radio Low Cost Medium

ADVERTISING AGENCY executives enthusiastically support radio as the lowest-cost-per-impression medium in promoting the sale of widely distributed low-priced products.

At the same time, they believe that the increase in the number of stations will make radio a more expensive medium to use in the future.

These are salient opinions expressed by a cross-section of advertising agency experts in BROADCASTING TRENDS first survey of agency opinion on pertinent broadcasting problems.

The survey was conducted by Audience Surveys Inc., New York, in early December. Questionnaires were answered by a sample of all national and regional advertising agencies in the United States controlled for proper balance by geographical area and volume of business.

The panel was asked (1) how the continuing expansion in the number of radio stations will affect their expenditures for radio time; (2) which advertising medium provides the best information about itself; and (3) which is the cheapest to use.

QUESTIONS, THE RESULTS, THE COMMENT OF THE EDITORS

Questions were addressed to advertising agency personnel who were concerned directly with radio problems—such as timebuyers; and to others whose interest lay in administration of ALL media problems—in order to obtain impartial viewpoints on the use of broadcasting outlets.

The results of the survey are shown in the tables which follow.

TABLE I

In January 1946 there were fewer than 1000 commercial radio stations in operation in the U. S. The rate at which new stations are being licensed by the FCC indicates that there may be as many as 2000 before 1950. With 2000 stations on the air do you feel that, to obtain the same advertising result you now get from radio, you will have to spend—

	Percent of all respondents
More money	61
About the same money	31
Less Money	5
Don't know	3

Comment: Three out of five agency executives feel that as the number of stations increases, advertisers will have to spend more money to get the same advertising results they now get from radio. Half as many (31%) feel that they will get the same results by spending the same money. Only 5% of the panel feel they will get the same results by spending less money in the future.

When asked to explain why they felt as they did, virtually all who felt radio would cost more shared the opinion that the new stations would further divide the audience, resulting in less listening for each station and increasing the cost of reaching the same audience.

Implicit in this opinion (and mentioned by many respondents) are these considerations: (1) the radio audience will not increase in total size in the future; and (2) no rate reductions can be expected.

Although this was the predominant thinking behind the "cost more" opinions, other panel members commented on: The general increases in operating expenses which will make radio time more costly regardless of new stations (broadcasters expect operating costs to increase an average of 14.4% per station—see BROADCASTING, Dec. 30); the improved (but more costly) programming which will result from increased station competition; and the further division of present station audiences by FM and television.

Those who felt that radio costs would remain about the same in spite of the rising number of stations stressed one major argument in support of their belief: Rates will be reduced as the audience per

(*Continued on page 34*)

Radio Laws Unaffected By Truman Proclamation

PROCLAMATION by President Truman officially ending World War II hostilities at noon Dec. 31 did not affect statutes having a direct bearing on broadcasting or communications, according to FCC sources. Among laws of interest to broadcasters which become inoperative as a result of the proclamation are these:

Hatch Act, preventing distribution of pernicious political propaganda: Certain provisions expire in six months.

Surplus Property Act: Expires in three years.

Act authorizing two additional Assistant Secretaries of State: Expires not to exceed two years after end of hostilities. Total of six assistants authorized by Congress, but duties are not specified by law so effect on foreign broadcast activities of State Dept. is not known.

WINNIE ENDS SPORTS ANNOUNCING CAREER

R. G. (Russ) WINNIE, station manager of WTMJ and WTMJ-FM Milwaukee since June 6, 1946, closed his 18-year career as a sports broadcaster Dec. 28 and is now devoting his entire time to his administrative duties.

Mr. Winnie

Mr. Winnie has spent all of his 18 years in radio with WTMJ, the *Milwaukee Journal* station. He handled routine announcing jobs and filled in as an announcer of Milawukee Brewer baseball games during the early months of his broadcasting career, but soon took over the regular assignment as sports broadcaster.

In all, Mr. Winnie has presided at 7,000 to 8,000 sports broadcasts. He has given play-by-play descriptions of Green Bay Packer football games for 18 years, U. of Wisconsin football and basketball games for 16 years, and Milwaukee Brewer baseball games for six years. His *Sports Flash* has been a daily-except-Sunday feature at WTMJ for 18 years.

For the last 14 years Mr. Winnie's wife has been his assistant in the broadcasting booths, providing him with information on players, substitutions and other facts as play progressed.

Portal Pay Suits

TWO RADIO receiver manufacturers were included among 17 suits involving $35,000,000 for portal to portal pay filed last week in Federal Court, Chicago, by the CIO United Electrical Radio and Machine Workers of America on behalf of 20,000 union members. Principal defendants in the suit are Stewart Warner Corp., which was sued for $12,000,000, and Belmont Radio Corp., which was sued for an undisclosed amount. (See story page 48).

WKBW Transfer to Churchill Tabernacle Group, Settlement of Litigation Likely

LIKELIHOOD of an agreement for transfer of WKBW Buffalo by Buffalo Broadcasting Corp. to Broadcasting Foundation Inc., representing the Churchill Tabernacle, for $375,000 plus settlement of litigation involving claims of roughly a like amount, was indicated last week. Total consideration is expected to be between $750,000 and $800,000.

While reaching of an agreement for the transfer was announced in Buffalo last week by the tabernacle, it was learned that accord has not been finally reached by the parties and some provisions remain unsettled.

Negotiations between the parties got under way a fortnight ago when N. Y. Supreme Court Judge Raymond C. Vaughan called both sides into chambers. At the conclusion of the conference it was informally indicated by council that the litigation might be settled outside court on the suit brought by the tabernacle against BBC. Attending the chamber session were James Lawrence Fly, of Fly, Fitts & Shuebruk, for the tabernacle as well as the tabernacle's local counsel, Morry, Schlenker & Murray, and Garono, Jaeckle & Kelly for BBC.

In the tabernacle's suit it had claimed money payments of $150 a week to Sept. 5, 2027, totaling over $600,000. The pact between the tabernacle and BBC was signed in 1931.

WKBW has been operated under the general managership of John A. Bacon, former WGR-WKBW sales director and now BBC vice president, since BBC sold WGR to WGR Broadcasting Corp. Dec. 1 for $750,000 [BROADCASTING, Dec. 9]. WKBW offices have been moved to the 13th floor of the Rand Bldg., according to I. R. Lounsberry, WGR president. Separate studios and transmitter facilities are to be established later.

STANLEY SPEER NAMED HEAD OF UNITY CORP.

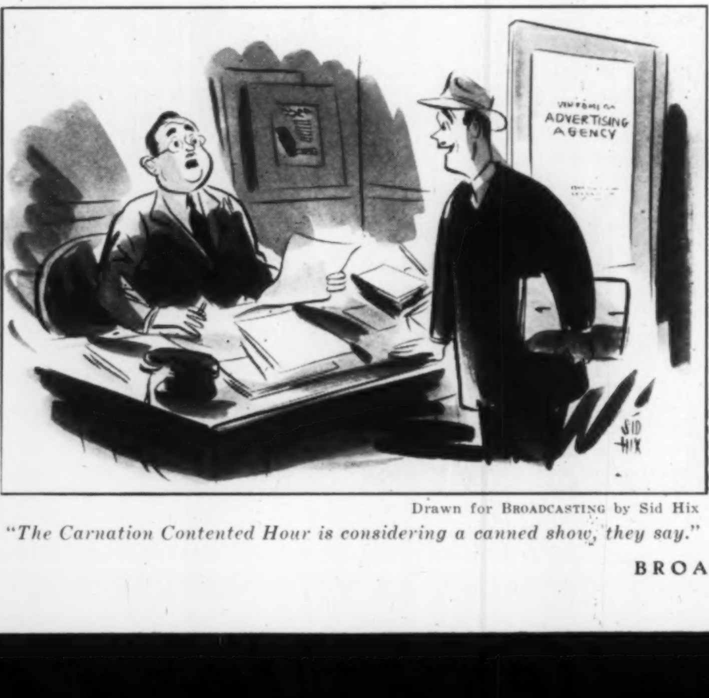
STANLEY SPEER, radio and newspaper consultant, has been elected president of Unity Corp. Inc., operators of WTOD and WTOD-FM Toledo, succeeding Edward Lamb (see story page 48), who resigned to devote his full time to the practice of law and will become head of Lamb, Goerlich and Mack.

Mr. Speer for many years was general manager of the *Toledo Blade*, also acted as chairman of the board of the Paul Block newspapers, and for a number of years was associated with the Hearst organization. He announced there would be no change in personnel at WTOD or its FM affiliate. William H. Spencer is WTOD general manager and Howard Malcolm is program director.

Unity Corp. is applicant for radio stations at Mansfield, Ohio, Erie, Pa., and Springfield, Ohio.

Signs 'Whistler'

HOUSEHOLD FINANCE Corp., Chicago, through Shaw-LaValley, that city, replaces *That's Finnegan* on CBS with *The Whistler* effective March 27. [BROADCASTING, Dec. 30]. Agency said sponsor's budget reallocation motivated change of program, which has been produced from Hollywood by Frank Ferrin. As result of Household sponsorship, WBBM, which has carried *The Whistler* as a live origination for Peter Hand Brewing Co., through BBDO Chicago (Sun. 9:30-10 p. m. CST) is looking for replacement. In addition to Household sponsorship on CBS, Thurs. 9:30-10 p. m. (CST), *The Whistler* will still be sponsored on the CBS Pacific Coast network by Signal Oil Co., Mon. 9-9:30 p.m. (PCT).



Drawn for BROADCASTING by Sid Hix

"The Carnation Contented Hour is considering a canned show, they say."

DON MENKE IS NAMED WEOA'S NEW MANAGER

APPOINTMENT of Don Menke as general manager of WEOA Evansville, Ind., was announced last week by officials of WFBM Indianapolis following the recent transfer of ownership of WEOA from Evansville On the Air to WFBM Inc.

Mr. Menke, a native of Indiana, has been in radio and advertising work since 1929. He became associated in 1929 with the National Advertising Co. of Chicago, which later became Edward Petry Co., and two years later went to work for WFBM as continuity director. After leaving that post and operating his own Indianapolis advertising agency for a time he became associated with the Miner Advertising Co. in California. Then in 1940 he returned to Indianapolis to take charge of continuity and aid in production at WFBM. Shortly afterwards he was made an account executive, the position he held prior to his appointment as WEOA general manager.

Under its new management WEOA will be represented nationally by the Katz Agency Inc. Station is now operating from 519 Vine St., Indianapolis, but as soon as construction materials are available the old Continental room in the basement of the Vendome Hotel will be outfitted for broadcasting and will become WEOA's new home, the management announces.

Wm. J. Newens Named Manager of KOIL Omaha

WILLIAM J. NEWENS, of Omaha, has been named manager of KOIL Omaha and will take over his new duties on Feb. 1. The appointment was announced in Lincoln last week by Charles T. Stuart, president of the Stuart group of stations (KOIL Omaha, KFOR Lincoln and WDGY Minneapolis).

Mr. Newens

For ten years before World War II Mr. Newens conducted his own advertising agency in Lincoln. From October 1943 to December 1945 he served in the U. S. Naval Reserves and was discharged with the rank of lieutenant. He was overseas 18 months. During the past year Mr. Newens has been an account executive for the Allen & Reynolds advertising agency in Omaha.

WBBC to MBS

WBBC Flint, Mich., operating with 1000 w on 1330 kc, will join MBS on or about May 1 as the network's 384th affiliate. Currently under construction, WBBC is owned by John L. Booth.

Mr. Coy

Mr. Hirschmann

Mr. Hofheinz

Mr. David

Mr. Jansky

Mr. Asch

FMA First General Session on Friday

Manufacturers Join Other Industry Supporters

FIRST general meeting of the FM Assn. will be held Friday, Jan. 10, in the Congressional Room of the Hotel Statler, Washington, with FM broadcasters, holders of construction permits, advertising agencies, equipment manufacturers, news wire services, transcription firms and others attending.

In addition to the Congressional Room, which seats 600, FMA has taken four private dining rooms—three for display of late model FM sets and the fourth as news headquarters. Advance registration will begin at 5 p. m. Thursday in Private Dining Room 5.

To Elect Officers

Roy M. Hofheinz, president of the Texas Star Broadcasting Co., licensee of KTHT-KOPY(FM) Houston, chairman of the Steering Committee, arrived in Washington last week. Working with him are Everett L. Dillard, president of Commercial Radio Equipment Co., licensee of KOZY Kansas City and WASH-FM Washington, and chairman of the FMA Aims & Objectives Committee; C. M. Jansky Jr., of Jansky & Bailey, Washington consulting engineers, FMA temporary secretary; Hudson Eldridge, of Commercial Radio Equipment Co.; Leonard L. Asch, owner of WBCA Schenectady; Leonard H. Marks of Cohn & Marks, Washington law firm, temporary treasurer and legal counsel.

Among primary orders of business will be adoption of a constitution and by-laws, which Mr. Marks is preparing for submission at Friday afternoon's business session, following reports of committee chairmen.

Selection of a paid executive to direct a nationwide promotion campaign for FM will come before the FMA board, which will be elected Friday afternoon, but may defer final action, according to FMA Steering Committee members. A subcommittee will interview applicants Wednesday. Several men have applied for the job and the Steering Committee has the names of several others.

Election of a president is on Friday afternoon's agenda. Among those mentioned are Mr. Dillard, Mr. Hofheinz and Gordon Gray, president of the Piedmont Publishing Co., Winston-Salem, publisher of the *Winston-Salem Journal* and *Sentinel* and licensee of WSJS and WMIT(FM), who also is chairman of the FMA temporary finance committee. Last week this committee addressed letters to manufacturers, engineers and radio lawyers, soliciting their financial and moral support for the new FMA. Serving with Mr. Gray on the committee are W. R. David of General Electric Co. and Frank A. Gunther, Radio Engineering Labs.

Mr. Dillard is a pioneer in FM, having operated KOZY Kansas City for some time. He was one of

(*Continued on page 72*)

Agenda of FMA Meeting

THURSDAY, JAN. 9

5 p. m. Advance Registration, Dining Room 5, Hotel Statler.

FRIDAY, JAN. 10

9 a. m. Registration.

10 a. m. Opening Meeting, Congressional Room, Hotel Statler.
  Welcome Address—Roy Hofheinz, Steering Committee Chairman.
  "Aims and Objectives of FMA"—Everett L. Dillard.
  Talk by Prof. E. H. Armstrong.
  "What the Agency and Advertiser Expect of FM"—Hugh D. Lavery, McCann-Erickson, New York.
  "FM Set Outlook for 1947"—Dr. Ray Manson, president, Stromberg-Carlson Co.
  "FM Transmitter Outlook for 1947"—W. R. David, vice president, General Electric Co.; representatives of RCA, Graybar Electric Co., Radio Engineering Labs., Westinghouse Electric Corp., and Federal Telephone & Radio Corp. also speaking.
  "What Part FM Plays in the RMA 'A Radio in Every Room' Campaign"—Edward G. Taylor, Zenith Radio Corp., chairman of RMA campaign.
  "FM Today"—FCC Chairman Charles R. Denny.
  Showing of GE Film, "Listen to FM."

12:30 p. m.—Luncheon, with members of FCC as guests.

2 p. m.—"FM Needs Promotion"—Preston Pumphrey, Maxon Inc., New York.

2:15 p. m.—Panel on FM Promotion—Lester H. Nafzger, WELD Columbus, Ohio; Leonard L. Asch, WBCA Schenectady; Raymond Kohn, Penn-Allen Broadcasting Co., Allentown, Pa.; W. W. Robertson, KTRN Wichita Falls, Tex.; Frank E. Shopen, general manager KOAD-FM Omaha.

3:15 p. m.—General invitation to affiliate with FMA.

3:30 p. m. Business Session.

1. Committee Reports (Aims and Objectives, Everett L. Dillard, chairman; Finance, Gordon Gray, chairman; Membership and Nominations, F. A. Gunther, chairman).
2. Report of Temporary Secretary, C. M. Jansky Jr.
3. Report of Temporary Treasurer and Committee on Charter and By-Laws—Leonard H. Marks.
4. Election of Board of Directors and Officers.
5. Appointment of Permanent Committees by new Chairman.

Mr. Hodel

Mr. Ray

Mr. Gray

Mr. Gunther

Mr. Kohn

Mr. Dillard

WKRC Calls 550 kc Procedure Illegal

Charge Station Deprived Of Right to File Exceptions

WKRC Cincinnati charged last week that FCC's procedure in the 550-kc case, in which grants for 10 of the 11 applicants were issued subject to certain limitations in some instances [BROADCASTING, Dec. 16], was "illegal and should be set aside."

Noting that the Commission's first decision in the case was a final decision, WKRC argued that "since the Commission has not issued any proposed report or findings of fact and conclusions . . . this petitioner has been deprived of its right to file . . . exceptions and point out wherein the Commission's proposed report or findings of fact and conclusions were erroneous." Nor was there any opportunity for oral argument, the station added, citing court decisions in support of its claims.

Grant Subject to Conditions

The station also contended that the decision "in effect disregards the evidence . . . and purports to grant but substantially denies" WKRC's application "on facts which were not adduced in this proceeding."

WKRC, seeking to increase power on 550 kc from 5 kw day and 1 kw night to 5 kw fulltime (directionalized day and night), received a grant subject to conditions limiting its radiation toward WJIM Lansing, which was given a grant for 1-kw operation on 550 kc (also directionalized).

"There was no proposal before the Commission for WKRC to operate at its proposed location with restricted limit of 175 millivolts per meter in the direction of WJIM," the Cincinnati station declared. "No notice or opportunity to be heard on this proposal has been afforded this petitioner. Furthermore, there is no evidence before the Commission as to the service that would be rendered by such operation and especially on a comparative basis with the service that would be rendered by WJIM, and hence there cannot now be a determination as to which would best serve the public interest, convenience and necessity."

WKRC contended "the Commission might just as well have granted all of the applications on a conditional basis without the necessity of adducing evidence at a hearing because all of the facts set forth in the purported Decision and Order are simple engineering calculations and could have been obtained from its engineering department at that time."

The station asked the Commission to set aside the decision insofar as it relates to WKRC and WJIM, to proceed "in accordance with the Rules and Regulations of the Commission and the provisions of the Communications Act," and to reopen the case for further hearing. The petition was filed by George O. Sutton, William Thomson, and John H. Midlen, WKRC Washington attorneys.

Other Grants

Others which received grants in the case included KSD St. Louis, KTSA San Antonio, WGR Buffalo, KOAC Corvallis, and WDEV Waterbury, Vt., all to increase operations on 550 kc; WJIM and KCRS Midland, Tex. to move to 550 kc from other frequencies; and the *Atlanta Constitution* and Montana Broadcasting and Television Co. for new stations at Atlanta and Butte, respectively. The 11th application, Atlantic Radio Corp.'s for a new 5-kw Boston station, was set for hearing with the request of WNBH New Bedford to change from 250 w on 1340 kc to 5 kw (directionalized at night) on 550 kc, not yet heard.

In addition to the WKRC petition, KTSA has asked the Commission to adjust the radiation conditions to permit it to continue present radiation values toward Midland. No other objections to the decision have been filed.

WNAC Seeks 50 kw On 1200 kc Channel

Would Duplicate WOAI With Fulltime Directional

DUPLICATION of WOAI San Antonio's 1200 kc frequency to permit WNAC Boston to use it with 50 kw fulltime, directionalized at night, is sought in a petition filed with FCC by Yankee Network, WNAC licensee.

Yankee Network Washington counsel, Pierson & Ball, said that although the proposal would duplicate the 1200 kc frequency there would be "no infringement of the service area of WOAI" by the projected WNAC operation.

WNAC is currently assigned 1260 kc with 5 kw.

Under the present rules [Sec. 3.25(a)] 1200 kc is designated as a channel to which one Class I and one or more daytime or limited-time Class II stations may be assigned.

The Yankee Network petition requests that the channel be listed instead in Sec. 3.25(b), which designates frequencies to which Class I and fulltime Class II stations may be assigned, or that the Commission "make such other appropriate modification . . . as will permit the granting" of the 1200 kc application filed simultaneously with the petition.

Benny Noses Out McGee by One-Tenth Point, Same Place as Ten Years Ago

JACK BENNY heads up the Dec. 30 program Hooper report with a rating of 27.5, nosing out *Fibber McGee and Molly*, who rated 27.4, by a mere tenth of a rating point. Bob Hope was third with 26.2.

The Benny program was also in first place 10 years ago, with a Hooper of 26.6. The first 15 of the Dec. 30, 1936, report also included Fred Allen, *Amos 'n' Andy*, Walter Winchell and *Radio Theatre*, all among the current first 15, indicating that the preferences of the listening public haven't changed much in the past decade. Phil Baker might also be cited, as his program was seventh with a rating of 17.0 ten years ago, while his current quiz program *Take It Or Leave It* is in 13th place with a rating of 18.2.

Current first 15 are: Jack Benny, 27.5; *Fibber McGee & Molly*, 27.4; Bob Hope, 26.2; *Charlie McCarthy*, 26.2; Fred Allen, 25.9; *Radio Theatre*, 23.8; *Amos 'n' Andy*, 23.0; Walter Winchell, 22.9; Red Skelton, 22.3; *Screen Guild Players*, 21.8; *Bandwagon*, 21.2; *Mr. District Attorney*, 19.2; *Take It Or Leave It*, 18.2; *Great Gildersleeve*, 17.8; Fannie Brice, 16.3.

Average evening sets-in-use was 32.1, down 1.5 from the Dec. 15 report, down 0.6 from Dec. 30, 1945. Average evening rating was 10.5, down 0.2 from the last report, up 0.3 from the year before. Average available homes was 81.2, up 0.4 from the last report, down 0.1 from the same date last year. Total sponsored hour index was 70, same as the last report, compared with 79½ for a year ago.

The Sunday afternoon Mutual program, *The Shadow*, had the largest number of listeners per set, 3.18; *Your Hit Parade* had the most women listeners per set, 1:48; boxing bout the most men per set, 1.34; *Lone Ranger* the most children per set, 1.06.

Ten most popular daytime programs were: *Young Widder Brown*, 7.9; *Breakfast Club* (9:15-9:30), 7.7; *Our Gal Sunday*, 7.7; *When A Girl Marries*, 7.6; *Breakfast in Hollywood* (11:15-11:30), 7.4; *Breakfast Club* (9:45-10) 7.3; *Portia Faces Life*, 7.2; *Romance of Helen Trent*, 7.0; *Breakfast Club* (9:30-9:45), 6.8; *Big Sister*, 6.8.

Among daytime programs, *Captain Midnight* had the largest number of listeners per receiver, 2.27; *Queen For A Day*, the most women per set, 1.26; *Metropolitan Opera*, the most men per set, 0.71; *Terry and the Pirates*, the most children per set, 1.26.

Pearson and Allen Add Stockholders

Thirteen Hold 29% Interest In Reorganized Firm

REORGANIZATION of Drew Pearson and Robert S. Allen's Public Service Radio Corp. to add 13 new stockholders with a combined 29% interest was reported to FCC last week for approval. Action on the petition to amend the application so as to reflect the new set-up will be taken by the Motions Commissioner, probably this week.

The company, originally owned in equal interests by the two newsmen, is seeking WBAL Baltimore's 1090 kc, 50-kw clear-channel assignment and is awaiting hearing, now scheduled for Jan. 13, in consolidation with WBAL's license renewal application.

Messrs. Pearson and Allen's holdings are reduced to 35.5% each in the reorganization, and 10 to 20% of their combined interests would be made available to station employes if the application is granted, reducing their joint holdings to 51 to 61%.

A revised financial statement showed assets totaling $250,000, of which $200,600 was in stock subscriptions.

Largest block of shares among the new stockholders, all of whom are from the Baltimore area, would be held by Samuel H. Hoffberger, who has bought or subscribed for 10% at a total of $25,000. Mr. Hoffberger is president of Union Federal Savings & Loan Assn., Real Estate Holding Co., Pompeian Olive Oil Corp., Hoffberger Bros. Fund Inc., and chairman of Merchants Terminal Corp.

Charles P. McCormick, president and 10% stockholder of McCormick & Co. (spices and tea), has acquired 5% interest for $12,500. Joseph P. Healy, whose business interests include directorships in Maryland Trust Co. and Central Savings Bank, Baltimore Transit Co., the Canton Railroad Co. and the Canton Co. (land and warehousing), has paid or subscribed for 3.6% at $9,000.

Other new stockholders and the percentages of stock they have subscribed or paid for are as follows, with cost of the stock shown in parentheses:

Irving Blum, half owner of Ross Corp. and 15% owner of Blum's Inc., department store, 3% ($7,500); Elizabeth H. Downs, acting Maryland State Chairman of the Women's Action Committee for Lasting Peace, vice president of the Maryland League of Women Voters, and active in a number of other organizations, 0.6% ($1,500); George M. Engler, real estate owner, 2% ($5,000); Robert B. Ennis, minority stockholder in Arundel Corp. (contractor) and chairman of National Brewing Co., 2% ($5,000); Eli Frank Jr., attorney, secretary of the applicant, 0.6%

(*Continued on page 71*)

NAB Opens 'Area' Meets on Coast

Department Heads Will Make Winter Tour; Board Meets

INTENSIVE schedule of forums covering all phases of station operation and regulatory developments will be given broadcasters by a flying squadron of NAB department heads who will make the abbreviated "flea circus" circuit this winter. First meeting on the NAB's new "area" agenda will be the Area A session Jan. 8-10. The NAB board opened its three-day session yesterday (Jan. 5), with both gatherings booked in the Mark Hopkins Hotel, San Francisco.

The area plan is designed to bring key NAB officials to district meetings and to ease the travel burden on association officials as well as other industry officials who make the annual circuit. The 17 NAB districts have been divided into eight areas.

Election of Directors

The West Coast tier comprising Area A (District 15 — N. Calif., Nev., Hawaii; 16—Ariz., S. Calif., N. M.; 17—Alaska, Wash., Ore.) will take part in a two-day area agenda Wednesday and Thursday, followed by separate district meetings Friday. The area plan thus permits each district to retain its autonomy and district officers continue to operate with the same powers.

Directors will be elected this year by odd-numbered districts, to serve regular two-year terms. Even-numbered districts elect directors on even-numbered years. Thus Districts 15 (incumbent William B. Smullin, KIEM Eureka, Calif.) and 17 (Harry R. Spence, KXRO Aberdeen, Wash.) will elect directors this Friday.

Attending the Area A meeting for NAB are President Justin Miller; A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Don Petty, general counsel; Robert C. Coleson, assistant to the president; Frank E. Pellegrin, director of broadcast advertising; J. Allen Brown, assistant director of broadcast advertising in charge of Small Market Stations Division; Richard P. Doherty, director of employe-employer relations; Kenneth H. Baker, director of research; Charles A. Batson, director of information.

Labor Relations Report

At the combined area meetings Messrs. Miller, Willard, Arney and Petty will report on policy, regulatory and legislative matters. Mr. Coleson handles West Coast matters as head of the NAB Hollywood office.

Report on labor relations will be given by Mr. Doherty, who will go into the new functions now performed by his department. Mr. Baker will take part in BMB discussions along with other research matters and will deliver an illustrated talk on the National Opinion Research Center survey of listener attitudes.

Work of the employe-employer relations and research departments has assumed new importance in the past year. Attendance of the department heads at the winter meetings will give broadcasters a chance to discuss their problems with association specialists.

Another new feature at the meetings is the session for small market stations, which Mr. Brown will conduct. Since formation of a separate division for these stations, fastest growing segment of the industry, small stations have received special attention in solving their problems. Among topics to come up will be operator requirements under FCC Rule 91-D; daylight saving time; dual AM-FM operation; demand of universities for high fees to broadcast athletic events; means to increase use of radio by retailers; religious sponsorship (see story, page 24); public interest programming; salesmen's compensation; station rates; local news; group selling; obtaining national spot business; compensation of announcers; personnel training; radio management study conducted by Arthur C. Stringer, NAB director of special services; network cooperative programs.

News Clinic Slated

Mr. Stringer will conduct one of his series of radio news clinics during the Area B meeting Jan. 13-15 at the Hotel Utah, Salt Lake City. Area B comprises the large mountain region (District 14 — Col., Idaho, Utah, Wyo., Mont., western S. D.). Past news clinics have been confined to individual states but the area clinic embraces all of District 14. Since the area includes only one district, the complete area program will require only two days, with the news clinic occupying the entire third day.

Mr. Pellegrin's broadcast advertising meetings will be conducted by other staff members at Salt Lake City since he must be in the East at that time.

Long-Range Plans of Petry Progress; Personnel Added, New Offices Opened

Mr. Sandison

Mr. Grisham

LONG-RANGE plans of Edward Petry & Co., station representative, encompassing more intensive development of localized spot business and looking toward the time when FM and television commercial schedules will be an integral part of broadcasting, have in large measure been carried to fruition during the last few months, the company announced last week.

In the past four months, Petry has established new offices in Atlanta and Boston, supplementing those previously maintained in six major markets. Sales forces also have been augmented in San Francisco, Detroit and New York, and the sales promotion department has been expanded with the appointment of Walter Kunkel, formerly of O'Brien and Dorrance, to the New York organization.

The personnel expansion, Petry stated, is in addition to the return from the armed forces of two key men each to Chicago and New York, all four of whom had been replaced during their leaves of absence.

James G. Sandison, formerly of the sales staff of WTMJ Milwaukee, has been named manager of the new Boston office of the Petry company. Charles F. Grisham, who, prior to four years of Army service had been with WLW and with the Ralston Purina Co., has been appointed Atlanta manager. Mr. Sandison, a native of St. Paul, worked in the advertising departments of various newspapers in Minnesota and in Philadelphia before joining WTMJ in 1933.

Mr. Grisham was released from Army duty with rank of major last February. A native of Athens, Ala., he is a graduate of Alabama Polytechnic Institute. He won a nationwide scholarship for six months practical radio training offered by WLW, and upon completion of training became assistant farm program director of the station. He remained with WLW two years, and joined Ralston Purina in St. Louis to handle radio advertising in their Feeds Division, remaining until he entered the Army in 1941.

Petry simultaneously announced that its original study of the effectiveness of commercials [BROADCASTING, July 1, 1946] will be continued. First presented in the summer and fall of last year, the presentation is now being made through an extensive direct mail campaign to both radio and non-radio advertisers. Further researches designed to prove the effectiveness of spot radio are under way for future presentation, it was said.

First Ayer Award Is Made to Radio

Football Announcing and Station Promotion Recognized

WINNERS of the first Ayer radio awards, to be presented to radio stations for promotion activities and to announcers and color-commercial men on football broadcasts and telecasts, were revealed last week by H. L. McClinton, vice president in charge of radio, and James E. Hanna, radio department manager of N. W. Ayer & Son, New York.

The awards were made in connection with the 11,287¼ hours of football radio and television broadcasts placed during the 1946 football season by the agency for its clients—U. S. Army recruiting service, Atlantic Refining Co. and Goodyear Tire & Rubber Co.

The station winners named were: Stations under 5,000 w — first, WWSW Pittsburgh; second, WSBA York, Pa.; third, WHBQ Memphis, Tenn.; stations of 5,000 to 50,000 w—first, WPTF Raleigh; second, WBNS Columbus, Ohio; third, WRNL Richmond. Gold, silver and bronze loving cups will be sent to the station winners shortly.

Announcers awards were given in two classifications, (A) for men handling high school games and (B) for men handling all other games. The two classifications were further broken down by putting announcers and color-commercial men in two separate categories with equal prizes of $200 for top spots and $100 for second places.

In the high school games group, Announcer Joe Salsburg, WARM Scranton, Pa., and Colorman Everett W. Rubendall, WRAK Williamsport, Pa., were top winners. Second places in this division were won by Announcer Ted Pierce, West Easton, Pa., and Colorman Milton Grant, WARM Scranton.

In the "all-other-games" classification, the top places and the $200 awards went to Announcer Lee Kirby, WBT Charlotte, N. C. and Colorman William C. Sutherland, KDKA Pittsburgh. The following won second places: Announcer Thomas Manning, WTAM Cleveland, and Colormen Ken Kreider, WGAL Lancaster, Pa., and John B. Eagan, WCAU Philadelphia, who tied in their group.

How Awards Were Made

The station awards were made as follows: 50 points were given for live and/or transcribed announcements, chain breaks or participation in local station shows, 25 points for graphic support, newspaper advertising, 15 points for collateral aids such as posters, car cards and billboards, and 10 points for unusual ingenuity.

Announcer awards were figured as follows: 50 points for work at mike during the broadcast as covered in an "off-air check," 40 points for preparation for games, and 10 points for personal alertness and cooperation in sending in reports promptly.

Johnpoll Would Alter FCC Blue Book

One Advocate Changes His Opinion After He Polls Listeners

THE VOICE of the people changed one man's opinion of the FCC Blue Book.

Once an ardent advocate of the philosophy enunciated in the March 7 Blue Book, Bernard K. Johnpoll now thinks it should be rewritten.

Holder of a construction permit for a local station in Liberty, N. Y., Mr. Johnpoll, a war veteran, had ideas about programming a station. When the Blue Book was issued he applauded it, said the Commission was dead right; radio needed to do more "public service" broadcasting.

Now Mr. Johnpoll has done an about face because he learned that the 69,000 people his new station, WLBC, will serve don't agree with the Blue Book's policy. Mr. Johnpoll, who has had a lot of experience in conducting surveys, studied the Agriculture Dept. survey made for the FCC for the Clear Channel hearings. He studied the Blue Book, too.

Conducted Own Survey

Then he set out to conduct his own survey. After his construction permit was granted he wanted to know what type of programs the people he was to serve liked best. His station is scheduled to go on the air in early spring with 250 w power on 1240 kc.

Mr. Johnpoll sent out 1,000 questionnaires. As of last week 670 had been returned. Since 52,000 of the 69,000 population in his area live in the rural sections, he wanted to program primarily for the farmers. After tabulating the results personally and reading every reply, Mr. Johnpoll declared:

"At one time I defended the Blue Book. Now I'm convinced it should be rewritten to reflect the views of the people served by radio and not those of the Federal Communications Commission." He doesn't think so much of that Agriculture Dept. survey, either. "Maybe it reflects the views of midwestern farmers but it certainly doesn't stack up with the wants of the farmers in our area," he asserted.

Mr. Johnpoll's questionnaire contained queries about program preferences, when farmers wanted their market reports, weather, news, etc. He found that, contrary to the Commission's contentions, the people of Sullivan County, N. Y., and the adjacent townships which WLBC will serve don't care much about the so-called "public interest" programs. They want, first of all, to laugh. Comedy programs were chosen as the number one preference by 83% of the rural dwellers and 71% of the urbanites.

A close second was news, with 82% of the farm listeners listing it as first preference and 61% of the urban dwellers ranking news first. Third in line were dramatic presentations (not serials). Preferring the drama were 65% of the farmers and 61% of the city folk.

Other Programs

Other programs listed in the order of their preferences:

Local events (sports) — 50% farm; 48% urban; (politics)—29% farm; 22% urban; (civic programs)—4% farms; 68% urban.

Music (popular) — 29% farm; 35% urban; (western or hill-billy) —6% farm; 3% urban; (classical) —.3% farm; 13% urban.

Religious broadcasts — 17% farm; 71% urban.

Serial drama—14% farm; 26% urban.

Of the farmers replying to questionnaires 78% prefer farm news in the morning, the majority favoring such broadcasts between 8 and 10 a. m., with noon to 1 p. m. second and 6 to 8 p. m. third. Market news preference was similar, with the majority favoring such reports in the morning, next highest number in the early afternoon and none at night.

To the question, "Do you think farm news should be broadcast hourly?" 79% of the farm listeners and an equal percentage of urbanites replied in the negative.

As for weather reports, however, 97% of the farmers want them hourly. City dwellers were less concerned about the weather, only 29% wanting reports each hour.

Only 30% of the farmers care for full coverage of local events while 58% of those living in towns think radio should give full coverage to local happenings.

The majority of those replying to the WLBC questionnaire reported high school education. Here is the way the educational status lined up: College graduates, 21 farm; 6 urban; one year or more of college, 13 farm; 8 urban; 2 years or more of high school, 528 farm; 15 urban; less than high school education, 77 farm; 2 urban.

Mr. Johnpoll said the area he surveyed is 60% agriculture, with dairy and poultry farming leading. Sullivan County is the largest poultry producing center in the U. S., he added, and is the milk belt for New York City.

"We are going to arrange our programming according to the people's wants," said Mr. Johnpoll.

Nets' Good Year

NETWORK gross income from time sales continued at a high level in 1946, with the overall total close to the record for the Presidential year of 1944. CBS total income in 1946 was $60,063,905 (page 22). ABC's gross last year was $40,617,130 (page 70). MBS enjoyed a record year with a gross of $25,933,651 (page 69). NBC does not announce its gross but the network had disclosed that time sales in 1946 set a new record [BROADCASTING, Dec. 30].

Blackburn-Hamilton Co. Is Organized To Conduct Radio Brokerage Business

Mr. Blackburn

Mr. Hamilton

NEW radio brokerage firm, with offices in Washington and San Francisco, has been organized by Ray V. Hamilton, who has resigned as executive vice president of Universal Broadcasting Co., and James W. Blackburn, head of J. W. Blackburn & Associates, representing radio manufacturers. The firm, known as Blackburn-Hamilton Co., will have offices at 1011 New Hampshire Ave., NW, Washington, and 235 Montgomery St., San Francisco.

Function of the firm will be to act as brokers in purchase or sale of stations, serving as intermediaries between buyers and sellers. Investigations will be made of markets, with appraisal of properties and arrangements for financial aid. New capital structures will be set up for FM, television and other new broadcast projects.

Mr. Hamilton directed KSFO San Francisco and two international shortwave stations, KWID and KWIX, while executive vice president of Universal and Associated Broadcasters Inc. He also directed other Universal sales and recording activities. During the war he was regional director of the Coordinator of Inter-American Affairs. He has been in broadcasting 17 years, serving with NBC, Blue Network and *St. Louis Star-Times* stations. He will direct the new firm's San Francisco office.

During the war Mr. Blackburn served four years in the Navy, being discharged as a commander. In the Bureau of Ships he directed production and procurement planning of Navy radio, radar, television and other electronic gear. Before the war he was director of television equipment sales for Allen B. Du Mont Labs.

WDBC ESCANABA SALE WINS APPROVAL BY FCC

SALES of WDBC Escanaba, Mich. to three executives of the *Escanaba Daily Press* for $39,999, and of one-third interest in WJOI Florence, Ala. for $18,492 were approved by FCC last Monday.

Comr. Clifford J. Durr voted for a hearing on the WDBC transaction. Buyers were Frank J. Lindenthal (52%), business manager of the *Daily Press*; John P. Norton (47%), editor and publisher of the paper, and William J. Duchaine (1%), managing editor [BROADCASTING, July 1]. Sellers were Gordon H. Brozek (55%), Frank J. Russell Jr. (30%), and Leo G. Brott (15%). The license, for 250 w fulltime on 1490 kc, remains in the name of Delta Broadcasting Co.

In the WJOI transfer, owners Clyde W. Anderson and Joe T. Van Sandt sold one-third interest to L. S. Caine, local businessman. The three now own equal shares in Florence Broadcasting Co. Inc., the licensee. WJOI is on 1340 kc fulltime with 250 w.

New York's 'Firsts'

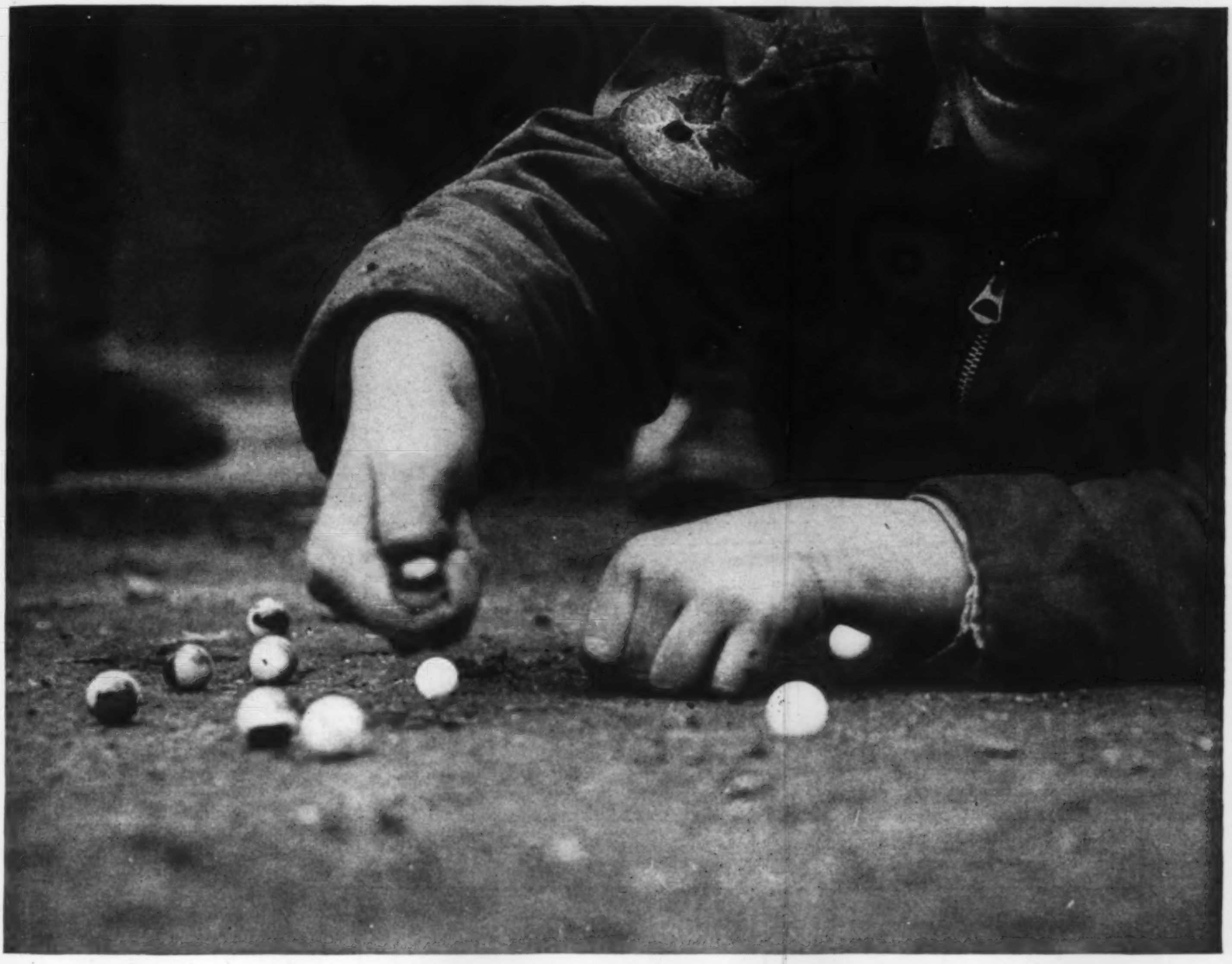
BRIG. GEN. DAVID SARNOFF, president of RCA, hailed New York's radio "firsts" in an article entitled "That's What I Like About New York" in the January issue of the magazine of the New York City Center, published by Sigmund Gottlober, director of Concert Program Magazines. "It was in New York," said Gen. Sarnoff, "that the first radio network spread a dream into reality; that grand opera was first broadcast to the people; that Maestro Arturo Toscanini first directed a great radio symphony. . . . Television, which also had its American debut in New York, is adding sight to sound."

Miller Asks Dime Aid

BROADCASTERS were asked to support the 1947 March of Dimes campaign in a letter sent Dec. 31 to all stations by Justin Miller, NAB president, who is chairman of the National Radio Division, National Foundation for Infantile Paralysis Inc. The campaign will be conducted between Jan. 15-30. Live and transcribed announcements and programs will be sent to stations.

Richfield Adds 31

RICHFIELD OIL Corp., New York, Dec. 31 reduced its sponsorship of the Arthur Hale news program on MBS from three a week to two times weekly and at the same time added 31 MBS stations. The program is now heard Tues.-Thurs. 7:30-7:45 p. m., with Saturday broadcasts discontinued. Agency is Hixson-O'Donnell Adv., New York.



Playing for keeps

The time's coming. The big time . . . when you'll have to get out there and fight for your share of business.

Most of the talk is about a seller's market. But there are those who say, "Don't you believe it."

One way or another you'll be playing for keeps.

If you plan a selling campaign in Baltimore . . . and radio is part of the scheme . . . we suggest you put W-I-T-H at the top of the list.

This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Yes . . . pretty soon the marbles will be down . . . and you'll get the W-I-T-H listeners in Baltimore.

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

CBS Gross Shows 8.7% Drop for Year

Young & Rubicam Leads Agencies; P&G Tops Net's Sponsors

CBS had gross billings of $60,063,905 in 1946, a drop of 8.7% from the gross of $65,724,851 in 1945, whose total had itself lagged slightly behind the gross of $66,791,319 billed in 1944, the alltime CBS high to date.

Drugs and toilet goods advertising was the leading classification on CBS, with gross billings of $18,373,635. Food and food beverages was second with gross billing of $13,359,843. Laundry soaps and household supplies placed third with expenditures of $5,994,502.

Procter & Gamble Co. was the largest individual advertiser on CBS last year, spending $6,444,551, nearly 2½ million ahead of its rival soap concern, Lever Bros., whose CBS bill, before discounts, came to $3,964,263. American Home Products Corp. was third with $3,800,965; General Foods Corp. fourth with $3,713,323, and Campbell Soup Co. fifth with $2,491,030.

Young & Rubicam was top advertising agency in placement of business with CBS last year, spending $6,601,846 (before discounts) for CBS time. Next was Dancer-Fitzgerald-Sample, spending $6,544,748; then Biow Co., with $5,156,544. Ruthrauff & Ryan was fourth with $4,139,431; J. Walter Thompson Co. fifth with $4,072,533.

Itemized listings follow:

CBS GROSS BILLINGS 1946

Automotive	$3,261,613
Building materials	861,329
Cigars, cigarettes, tobacco	4,319,343
Clothing & dry goods	537,036
Confectionery & soft drinks	1,522,421
Drugs & toilet goods	18,373,635
Financial & insurance	822,217
Food & food beverages	13,359,843
Garden	103,700
House furniture & furnishings	3,126,682
Jewelry & Silverware	624,599
Laundry soaps & household supplies	5,994,502
Lubricants & fuel	1,660,001
Stationery & publishers	2,794,146
Travel	20,592
Wines & beers	1,545,889
Miscellaneous	1,100,142
Political	36,215
Grand total	$60,063,905

ADVERTISING AGENCIES: CBS GROSS BILLINGS 1946

Young & Rubicam	$6,601,846
Dancer-Fitzgerald-Sample	6,544,748
Biow Co.	5,156,544
Ruthrauff & Ryan	4,139,431
J. Walter Thompson Co.	4,072,533
Foote, Cone & Belding	3,545,233
Compton Adv.	2,898,162
Benton & Bowles	2,497,559
Ward Wheelock Co.	2,451,403
BBDO	2,421,718
Wm. Esty & Co.	1,795,304
Duane Jones Co.	1,444,012
Geyer, Cornell & Newell	1,412,791
N. W. Ayer & Son	1,344,689
McCann-Erickson	1,268,213
Pedlar & Ryan	1,012,528
Gardner Adv. Co.	874,076
Buchanan & Co.	805,255
Lennen & Mitchell	790,422
Wm. H. Weintraub & Co.	785,698
Campbell-Ewald Co.	725,685
Ted Bates Inc.	706,515
Sherman & Marquette	681,005
Kenyon & Eckhardt	530,029
Warwick & Legler	518,463
Grant Adv.	436,747
McJunkin Adv. Co.	405,119
Roche, Williams & Cleary	387,435
Arthur Meyerhoff & Co.	365,454
Lambert & Feasley	295,901
Sullivan, Stauffer, Colwell & Bayles	278,918
J. M. Mathes Inc.	273,230
Shaw-Le Vally Inc.	269,547
C. L. Miller Co.	257,091
Erwin Wasey & Co.	213,305
Wallace-Ferry-Hanly Co.	206,955
Sorensen & Co.	201,081
Morse International	127,436
Henri, Hurst & McDonald	116,908
MacManus, John & Adams	103,700
Elwood J. Robinson Adv.	81,224
Platt-Forbes	78,338
Brisacher, Van Norden & Staff	74,532
Garfield & Guild Adv.	71,320
Joseph Katz Co.	70,630
Barton A. Stebbins Adv. Agency	62,559
Raymond R. Morgan Agency	51,809
Ronalds Adv. Agency	50,706
Maxon Inc.	48,028
Spitzer & Mills	46,638
Cockfield, Brown & Co.	39,627
Brooks Adv. Agency	39,520
M-C-M Adv. Agency	38,220
Pacific National Adv. Agency	36,432
Hixson-O'Donnell Adv.	29,804
W. Earl Bothwell Adv. Agency	28,876
Christiansen Adv. Agency	21,280
Rhoades & Davis	20,592
Smith & Drum	20,553
Long Adv. Service	20,498
Hillman-Shane	19,432
De Cora Inc.	16,927
Little & Co.	16,494
Lockwood-Shackelford Co.	15,798
Vickers & Benson	15,525
F. M. Hayhurst Co.	12,390
Gilham Adv. Agency	10,920
Blaine-Thompson Co.	10,805
Honig-Cooper Co.	9,932
Frank Oxarart Co.	7,905
Gahagan, Turnbull & Co.	7,265
Abbott-Kimball Co.	5,362
J. D. Tarcher & Co.	4,641
Aitkin-Kynett Co.	4,350
Emil Mogul Co.	2,723
Milton Weinberg Adv. Co.	2,150
Walsh Adv. Co.	1,950
Smalley, Levitt & Smith	1,147
Manson-Gold Adv. Agency	1,104
Whitaker & Baxter	888
Furman, Feiner & Co.	745
Eric Cullenward & Assoc.	573
Mays & Bennett	430
Dorland-International & Pettingell & Fenton	287
Clarence B. Juneau Agency	287
Grand total	$60,063,905

CBS ADVERTISERS: GROSS BILLINGS 1946

Procter & Gamble Co.	$6,444,551
Lever Brothers Co.	3,964,263
American Home Products Corp.	3,800,965
General Foods Corp.	3,713,323
Campbell Soup Co.	2,491,030
Eversharp Inc.	1,715,931
Colgate-Palmolive-Peet Co.	1,516,931
Philip Morris & Co.	1,448,495
Manhattan Soap Co.	1,437,202
Sterling Drug Inc.	1,432,413
Borden Co.	1,189,957
General Electric Co.	1,186,537
American Tobacco Co.	1,083,544
R. J. Reynolds Tobacco Co.	996,882

(*Continued on page 24*)

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

Consider!
THE MARKET

1. SIOUX FALLS IS THE LARGEST CITY IN FIVE NORTH CENTRAL STATES—MONTANA, IDAHO, WYOMING AND THE TWO DAKOTAS.
2. SOUTH DAKOTA GAINED 16% IN PER CAPITA INCOME LAST YEAR. THE NATION GAINED TWO PERCENT.
3. OCTOBER LIVESTOCK RECEIPTS WERE $6,279,681.07—A GAIN OF $2,356,365.06 OVER OCTOBER '45.
4. S. D. BANK DEBITS HAVE INCREASED 30% OVER LAST YEAR. CORN YIELD 183,000,000 BUSHELS.

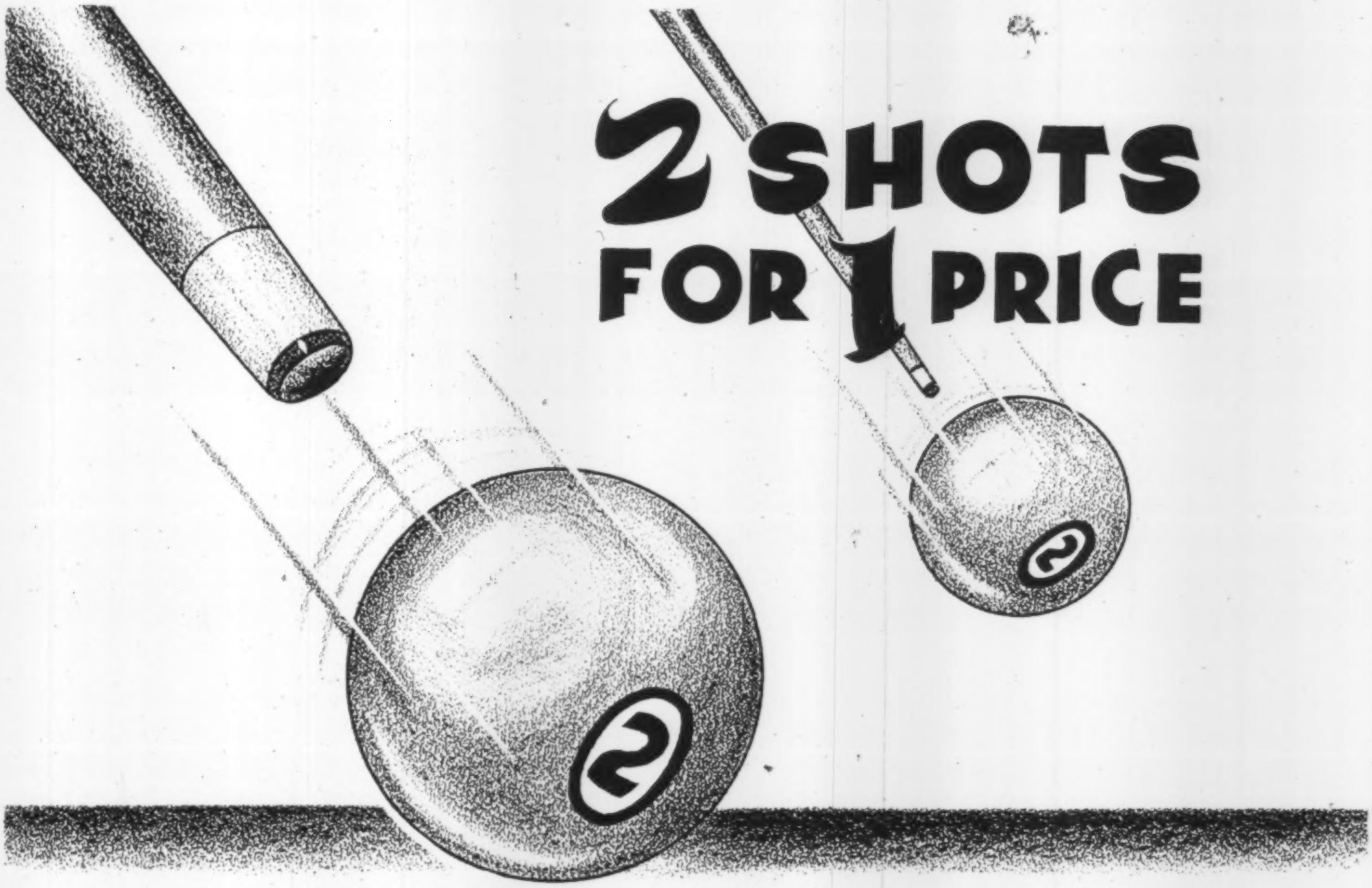
NBC AFFILIATE

Consider!
THE STATION

1. KELO IS THE ONLY NETWORK STATION IN SIOUX FALLS.
2. KELO IS THE ONLY NBC AFFILIATE IN SOUTH DAKOTA.
3. KELO IS THE ONLY UNLIMITED TIME STATION IN SIOUX FALLS.
4. KELO HAS THE NEWEST AND MOST MODERN STUDIO FACILITIES IN THE MIDWEST.

Consider—then Contact

JOHN E. PEARSON CO.



2 SHOTS FOR 1 PRICE

... cover Texas' Twin Cities with WRR-KFJZ

Here's a set-up that now gives the wise advertiser a chance to snooker those ad-budget troubles . . . with double results for one price:

Take (1) two great markets (2) two dominant 5000-watt stations (3) a billion-dollar buying income (4) a simultaneous-or-separate-hour schedule, and (5) a long-established listener-loyalty — then watch the happy combination rack up double-dollar results at single-dollar expense.

For *buying power* look to Dallas and Fort Worth.

For *pulling power* look to WRR and KFJZ.

Steer your budget clear of the eight-ball *now* . . . get two for one price.

TEXAS' BEST RADIO BUY

WRR
DALLAS

KFJZ
FT. WORTH

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE

WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

sometimes seein' ain't believin'!

It's easy enough to make a case for any given proposition.

Most time-buyers get the *facts* before they buy. And the facts clearly prove that WMC is first in the Memphis market—first in programs, first in audience, first in results.

We welcome the opportunity to *prove* this statement.

—the station with the billion dollar market area

WMC

★ MEMPHIS • NBC • 5000 WATTS

DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVES, THE BRANHAM CO.

MEMPHIS' **DOMINANT** RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

Local Religious Commercials On Way Out, Survey Portends

TREND toward elimination of local commercial religious programs by small market stations is shown in a survey of NAB District 2 (N. Y., N. J.) by Simon Goldman, WJTN Jamestown, small market station chairman for the district. More time was devoted to sustaining religious broadcasts, he found.

At the same time small stations are devoting more care to apportionment of religious sustainers as the calibre of religious programs improves, according to Mr. Goldman, who is a member of the NAB Small Market Stations Executive Committee.

Total amount of religious programs among small market stations (under 5 kw in cities under 50,000) increased an average of 28 minutes a week in 1946 compared to 1945, the survey showed, the overall 1946 figure coming to 7 hours 29 minutes per week. Total religious commercials averaged 3 hours 17 minutes weekly in 1946 compared to 2 hours 51 minutes the year before [BROADCASTING, Feb. 18, 1946].

Local religious commercial programs were carried by 40% of the small market stations in 1946, it was shown, with an average of 2 hours 45 minutes a week. Network religious commercials were carried by 53.4% of the stations, averaging 1 hour 43 minutes a week. National spot religious programs were carried by 86.7% of the stations, averaging 1 hour 15 minutes a week.

Religious Sustainers

Total religious sustainers for the week averaged 4 hours 12 minutes, an increase of 49 minutes per week over 1945. The stations carried an average of 3 hours 23 minutes local sustaining. The 53.4% of stations carrying network religious sustaining programs averaged 59 minutes a week.

Mr. Goldman's survey showed that the network religious programs are of higher quality than national spot, with local sustainers third and local commercials the poorest. He found that 86.6% of small market stations in District 2 don't believe all religious time should be sustaining. He also learned that 61.5% of the stations believe they should accept both national and local religious commercials.

Dellar Owns 90% Interest

LINCOLN DELLAR, owner of KXOA Sacramento, is president and owns 90% stock interest, not 70% as previously reported, in Valley Broadcasting Co., which received an FCC grant Dec. 17 for a new 1-kw station on 1280 kc at Stockton, Calif. The earlier report [BROADCASTING, Dec. 23] was based on Valley Broadcasting's original application, which showed California Broadcasters Inc., an applicant for Bakersfield, as 20% owner of the Stockton company. A subsequent amendment transferred California Broadcasters' interest to Mr. Dellar. The remaining 10% is owned by Morton Sidley, vice president and sales manager of KXOA.

CBS Gross

(*Continued from page 22*)

Bourjois, Inc.	596,779
International Silver Co.	572,983
Gulf Oil Corp.	567,488
Roma Wine Co.	543,279
Electric Companies Advertising Program	539,034
Hall Bros., Inc.	535,318
Prudential Insurance Co. of America	528,684
Pabst Sales Co.	518,463
Cresta Blanca Wine Co.	484,147
Noxzema Chemical Co.	456,554
Cudahy Packing Co.	436,747
Celanese Corp. of America	405,870
Armstrong Cork Co.	403,422
Continental Can Co.	389,436
Lewis-Howe Co.	368,792
Pillsbury Mills	357,243
J. B. Williams Co.	346,547
Chrysler Corp.	336,672
Cream of Wheat Corp.	333,532
Lambert Co.	295,901
Household Finance Corp.	269,547
Curtiss Candy Co.	257,091
Wildroot Co.	225,246
Campana Sales Co.	206,955
Schenley Labs.	205,243
Bowey's Inc.	201,081
Carnation Co.	198,602
Canada Dry Ginger Ale	197,453
Quaker Oats Co.	145,110
Textron Inc.	131,166
Peter Paul Inc.	130,434
Ballard & Ballard Co.	116,908
Ferry-Morse Seed Co.	103,700
Prince Matchabelli Inc.	81,536
Luden's Inc.	75,777
American Oil Co.	70,630
Southern Cotton Oil Co.	64,760
Union Oil Co. of Calif.	63,378
Signal Oil Co.	62,559
Richard Hudnut Sales Co.	57,976
Elgin National Watch Co.	51,616
Loma Linda Food Co.	49,278
Toni, Inc.	49,120
Gillette Safety Razor Co.	48,028
Vick Chemical Co.	45,900
Bekins Van & Storage Co.	39,520
McMahan Furniture Stores	38,220
Planters Nut & Chocolate Co.	36,911
Washington Cooperative Farmers' Assn.	36,432
Chemicals Inc.	33,630
Lyon Van & Storage Co.	32,852
Guittard Chocolate Co.	32,226
Wilco Co.	29,796
Colonial Dames	27,828
Pict-Sweet Foods	25,443
Metropolitan Life Insurance Co.	23,986
"42" Products	22,436
E. L. Bruce Co.	21,280
Yellow Cab Co.	20,592
General Petroleum Corp. of Calif.	20,553
Sunset Oil Co.	19,432
Barron-Gray Packing Co.	19,202
Studebaker Corp.	18,643
Industrial Management Corp.	18,592
Simoniz Co.	16,927
Kelite Products	16,494
Washington State Apple Adv. Comm.	16,342
Kerr Glass Mfg. Co.	14,898
R. B. Semler Inc.	14,703
Soil-Off Mfg. Co.	14,535
Grove Labs.	11,451
S. A. Moffat Co.	9,932
R. M. Hollingshead Corp.	4,350
J. I. Fancy Frozen Foods Co.	3,360
Safeway Stores	3,010
House of Delicacies	2,723
Newell Gutradt Co.	2,104
California Prune & Apricot Growers Assn.	1,296
H. H. Tanner & Co.	1,104
Political	36,215
Grand total	$60,063,905

in case you haven't heard...

...beginning January 1, 1947, there are going to be new voices on WTRY saying "This is CBS—the Columbia Broadcasting System."

We're glad, of course. But some 200,000 radio families in the three big cities of Albany, Troy and Schenectady, and the eight surrounding counties that WTRY calls primary —they'll be mighty glad, too.

The national pattern of CBS coverage has been pretty weak in this part of New York State Now with WTRY's robust signal carrying those high-rating CBS programs—along with our own specially-built local shows—into thousands and thousands of new homes, WTRY will have more friends than ever.

They're nice people, these listeners we serve. Last year they earned almost a billion dollars. But they spent nearly half of it for things they wanted to buy. Maybe they'd like to earmark some dollars for what you have to sell.

Why don't you talk to them and suggest it via WTRY—CBS?

WTRY

Albany-Troy-Schenectady
980 kilocycles—1000 watts
with Studios in Troy and Albany

Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven

HAVE YOU DISCOVERED THE OUTSIDE* AUDIENCE

on the Pacific Coast, too?

***Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee completely covers the OUTSIDE as well as the INSIDE half . . . a C. E. Hooper 276,019 coincidental telephone survey proves it.**

The outside audience is well worth discovering on the Pacific Coast. It represents about half the population and accounts for nearly 50% of the 9 billions in Pacific Coast retail sales each year. You can reach this prosperous market by radio only if you use the Don Lee network.

All four networks give you *inside audience* coverage, but Don Lee is the only network big enough to deliver the big *outside audience* also. Don Lee has 41 stations on the Pacific Coast, more than all other networks combined. (ABC has 13 stations; CBS, 10; NBC, 7.)

Why are so many stations needed to deliver the Pacific Coast? Mountains! Most markets of the region are surrounded by mountains 5,000 to 15,000 feet high, and the long-range broadcasting of other networks can't reach them. It takes a great number of strategically-placed stations to do the job . . . Don Lee has a station in every important mountain-surrounded market from the Canadian border to Mexico.

If you want to make the most of radio on the Pacific Coast, broadcast your show to the *outside audience*, too. Put it on Don Lee, where *everyone* can hear it. As you probably know, more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

CITY EXAMPLE NO. 9 : CHICO, CALIFORNIA

An exclusive Don Lee *outside market*

TOTAL RETAIL SALES $18,912,000

Sales Management, 1946 . . . Survey of Buying Power

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

SCIENTISTS SPONSOR WMCA ATOMIC SERIES

A NEW SERIES dramatizing the story of atomic power, entitled *One World Or None*, begins in WMCA New York on Jan. 10, under the auspices of the scientists who took a leading part in the development of atomic energy. The programs, to be heard on Fridays, 9:30-10 p. m., will be supervised by Dexter Masters who will prepare the scripts. Mitchell Grayson, network producer, will direct the series. Presented to meet the need for public understanding of atomic energy, the first broadcast will be a documentary account of a hypothetical bombing of New York City.

The complete list of scientists cooperating in this series is as follows: Prof. Albert Einstein, Princeton U.; Dr. Harlow Shapley, Director, Harvard College Observatory; Dr. J. Robert Oppenheimer, Department of Physics, U. of California; Dr. Harold Urey, Institute of Nuclear Studies, U. of Chicago; Dr. Leo Szilard, U. of Chicago; Dr. Philip Morrison and Dr. Hans Bethe, Department of Physics, Cornell U.; Dr. Louis N. Ridenour, U. of Pennsylvania; Dr. Katharine Way, Dr. Frederick Seitz and Dr. Gale Young, Oak Ridge Clinton Labs.

BILL STERN (center) was guest of honor at buffet supper given by WBRC Birmingham, Ala., following his play-by-play description of annual benefit football game for Birmingham's crippled children's clinic over WBRC and 15-station network. Among those attending supper were (l to r): Leslie W. Connor and Don D. Campbell, who handle jointly national and local sales for WBRC; Mr. Stern; Eloise Smith Hanna, president and owner of WBRC; Howell C. Cobb, manager.

Van Curler Asks Grant of License

Supreme Court WOKO Decision Clears Way, Corp. Says

VAN CURLER Broadcasting Corp., applicant for WOKO Albany's 1460 kc frequency, asked FCC last week for immediate consideration and grant of its application, now that the Supreme Court has upheld the Commission's denial of license renewal to WOKO.

The petition pointed out that its application has been heard and is not in conflict with any existing station in view of the Supreme Court decision, or with any application. Even if a competing application were now filed, the petition asserts, it would have to be dismissed pending action on the Van Curler application, under FCC rules providing for such treatment of rival applications filed less than 20 days before hearing on the prior application.

Van Curler is owned by some 20 stockholders under a reorganization which merged the company with several of the principals in two other firms which originally were competing with Van Curler for the WOKO frequency. William W. Farley, Albany real estate man, is president and owns 4%. The application is for 5 kw fulltime at Albany, compared to WOKO's assignment of 1 kw day and 500 w night.

FCC, awaiting the Supreme Court mandate, meanwhile has taken no further action in the WOKO case since the Supreme Court upheld its revocation of the station's license on grounds of concealment of ownership [BROADCASTING, Dec. 16].

DU MONT SEES RECORD PRODUCTION IN 1947

DR. ALLEN B. DU MONT, president of Allen B. Du Mont Laboratories, Inc., Passaic, N. J., in a message to his employes in the company's house organ, "The Raster," predicted that 1947 would be a record production year.

"I look at 1946 as a period of change-over from war production during which time new products were being developed and put into production, resulting in losses to the company," stated Dr. Du Mont. "I look at 1947 as a year in which we should be able to achieve record production with these new products and with this production recoup our losses from this change-over period," he continued.

"Television is bound to expand in 1947, with transmitters being built in some 26 states, creating a much wider market for our television transmitters, receivers and telecasting networks. The use of oscillographs and cathode-ray tubes is also bound to expand as the many electronic developments of the war are put to peace-time uses."

Fashion Sells

In women's clothes, style sells . . . And in the Nashville Market style and quality-conscious people buy more than 20 million dollars worth of clothing each year in retail stores . . . But this market isn't based on fashion alone . . . Steady retail sales, backed by 800 million dollars spendable income, make a permanent market for your product . . . Let WSIX get you into this market. A large part of the radio families listen to a variety of favorite shows broadcast by WSIX.

WSIX gives you all three: Market, Coverage, Economy

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

5,000 WATTS • 980 KC
AMERICAN • MUTUAL

Represented Nationally by the KATZ AGENCY, Incorporated

HOW
WGN
Serves You!
WGN IS A CLEAR CHANNEL STATION

"American radio belongs to the American people and we consider it a sacred trust."

COLONEL ROBERT R. McCORMICK

A Clear Channel Station . . . . . .

Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

WDBJ LISTENERS DO 21.6% OF VIRGINIA'S BUILDING!

If you sell anything that goes into new buildings—over one-fifth of all your Virginia sales *should* be made in WDBJ's listening area.

WDBJ, *by itself*, covers Roanoke and most of Southwest Virginia—is the ONLY station that does. May we send you all the facts? Write—or ask Free & Peters.

WDBJ

5000 Watts
CBS • 960 KC
ROANOKE, VA.

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, INC.
National Representatives

AS WTNT Augusta, Ga., owned by Georgia-Carolina Broadcasting Co., prepared to go on air. Walter Brown (r), chairman of board, and William S. Hedges, NBC vice president in charge of planning and development, review contracts which make WTNT 164th NBC affiliate. Other Georgia-Carolina Co. officials; P. S. Knox, president; E. W. Teasley, vice president and general manager; John Cash, secretary-treasurer.

MANAGER, ENGINEER OF KCRG ANNOUNCED

APPOINTMENT of Orville Rennie as manager and Wayne L. Babcock as chief engineer of KCRG Cedar Rapids, which expects to begin operations next summer, was announced last week by the Gazette Co., owners of the new station and publishers of the *Cedar Rapids Gazette*.

Mr. Rennie, a resident of Cedar Rapids, who obtained his first radio experience 25 years ago at KSOO Sioux Falls, is widely known as a theatre and radio station manager and producer of radio programs. He has managed theatres in Omaha, Rock Island, Ill., and Cedar Rapids. While at Rock Island he produced radio shows for WHBF. For a time he was general manager of KHAS Hastings, Neb. He has been national sales manager for Chick Bed Co., a subsidiary of Bupane Gas Co. of Cedar Rapids, for the last two years.

Mr. Babcock, who will supervise the construction of KCRG, comes to the station from KSTP St. Paul. While associated with KSTP for nearly 17 years he has been free to devote part of his time to the planning and building of radio stations throughout the Northwest. Mr. Babcock, who was in the Air Corps during the war, came out of service last February with rank of lieutenant colonel.

KCRG will operate with 5000 w on 1600 kc and will be affiliated with MBS. The Gazette Co. also plans to operate an FM station.

WGWC to CBS

WGWC Selma, Ala., joined CBS Dec. 20 as the network's 164th affiliate. Operating on 1340 kc with 250 w, station is owned and operated by the Capital Broadcasting Co. with Frank Ford as general manager. WGWC joined CBS as a bonus station to WCOV Montgomery, Ala.

MIKE CARRIES ON

WWDC Morning Man Finds Body, His Show Continues

THE MORNING MAN at WWDC Washington, Mike Hunnicutt, carried on his sprightly music and chatter show last Monday with the audience totally unaware that during the program he had discovered the body of a woman slumped over the wash basin in the station's wash-room.

The woman, Elza Kettler, about 35, had been in a cab which Jack Ridge, m.c. of WWDC's all-night show, had hailed earlier in the evening. When she complained of feeling ill, Mr. Ridge suggested they go to the studios. The next morning, Mr. Ridge was found asleep in the waiting room, and a half hour later, Mr. Hunnicutt discovered the woman's body. The coroner declared she had died of "natural causes."

From midnight Sunday to 6 a. m. Monday, the time during which the death occurred, is the only night in the week WWDC is not on the air. Ben Strouse, station manager, said that because there is a ruling the station must not be visited while it is not on the air, Mr. Ridge was discharged. Mr. Ridge's real name is John H. Brown. Bill Cox, WWDC announcer, replaced him as night m.c.

EXPLOSION IN HOME KILLS A. R. MATHIAS

ALBERT R. MATHIAS, 43, a consulting engineer who recently invented a radio receiving set half as big as a pack of cigarets, was killed instantly on Dec. 28 when the water-tank of a hot-water heating system which he was installing in his home at Poundridge, N. Y., exploded. Also killed was John W. Tyler, 36, superintendent of Mr. Mathias' estate, who was helping with the installation.

Mr. Mathias was a consulting engineer before the war and served several years in the Navy. His radio receiving set was designed to receive time signals every 15 seconds and very short news bulletins.

TV Panel Set

THE TELEVISION Panel of the winter meeting of the American Institute of Electrical Engineers will be held Tuesday afternoon, Jan. 28, at the Engineering Societies Bldg., New York. AIEE sessions run Jan. 27-31. The following papers will be read at this panel: "Television Equipment for Broadcast Stations," W. L. Lawrence, RCA; "Postwar Television Receiver Design," D. W. Pugsley, General Electric; "Color Television Receivers," P. C. Goldmark and G. R. Tingley, CBS; "A New Microwave Television System," J. F. Wentz, K. D. Smith, Bell Telephone Labs.; "Television Network Facilities," L. G. Abraham, Bell Telephone Labs.

WHBF

Serving the QUAD-CITIES plus Western Illinois and Eastern Iowa

is now a Basic ABC Station!

- The only ABC station that can be consistently heard in the Quad-City Metropolitan Area.
- Covering the largest metropolitan market in Illinois and Iowa, outside of Chicago.
- WHBF's primary area reaches 401,610 radio homes—$561 million annually in retail sales.
- The average family income in the Quad-Cities last year was over $4,000.
- WHBF serves a prosperous farming area . . . 52 rich counties in the very heart of the Corn Belt.
- WHBF is the first station in the Quad-City area to apply for and receive an F. M. grant.

AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
A 200,000 Market
DAVENPORT
EAST MOLINE
MOLINE
ROCK ISLAND

1270 KC WHBF 5000 Watts Full Time and WHBF-FM

Les Johnson, V. P. and Gen. Mgr.

Affiliate of Rock Island Argus

Exclusive Representatives—AVERY-KNODEL, INC.—New York, Chicago, Los Angeles, San Francisco

KONO Puts Blame on Blue Book

Program Interpretation Changes Picture, Says Station

KONO San Antonio told FCC last week that it had "materially" lived up to its past program promises but that the Blue Book's new method of computing commercial and sustaining time made the results look different.

The station asked that it be granted license renewal without the hearing, now set for March 3, which the Commission had ordered for program reasons. It was one of seven stations originally set for renewal hearings because of programming. The petition was filed on behalf of Eugene J. Roth, KONO licensee, by Andrew W. Bennett, Washington counsel.

KONO said its last preceding renewal application, in April 1943, contained no proposals for future service. "Definite proposals" outlined in a modification application in 1941, the station said, "have been materially carried out."

Between 1943 and now, KONO's petition asserted, the percentages of commercial time increased and sustaining time decreased "basically because of a change in the method of computing these two categories of program time." The present method of computation was outlined in the Blue Book.

Since the 1941 application had stipulated 71% commercial and 29% sustaining time, the petition continued, KONO felt it was carrying out its promises, "with only minor and necessary changes."

"Due to the later method [of computation] petitioner now is attempting to make changes to conform to original promises under the new standards of computation," the station declared.

KONO conceded that the total of spot announcements previously carried was "excessive," but said it took steps in June 1945 to reduce their number. A 76% rate increase was announced July 1, 1945, to become effective on existing accounts Sept. 1, 1946. The Blue Book and associated FCC requests for program analysis breakdowns, the station explained, were issued in the meantime, while KONO was still bound by contracts in effect before rate increase was announced.

Spots Drop

The number of spot announcements dropped from approximately 2,450 during the week around last July 1 to slightly more than 1,100 during the week ended Dec. 7, the petition pointed out.

Since it is "still a purely local station, operating 18 hours per day of local programming without any commitment to networks," the station argued that its "overall announcement load of approximately 1,200 announcements is not too great and is in keeping with good broadcasting, particularly since approximately 425 of these announcements are run on station breaks, between programs, and not in the body of the programs themselves."

Restrictions

Like KMAC San Antonio, which also is seeking to avoid a renewal hearing [BROADCASTING, Dec. 23], KONO emphasized that small businesses ordinarily cannot sponsor entire programs and therefore must depend largely upon spot announcements for their radio advertising.

Further, the station noted, spot advertisers "do not question or try to change or dictate program policy, whereas many program sponsors do try to dictate program structure." Thus, the petition said, KONO has "more flexibility and easier control over its programs."

It said it would try to keep the spot announcement average at three per quarter-hour, and emphasized that most of its spots are 20 or 40 seconds in length.

The station said it had tried to encourage local live talent broadcasting "but the majority of such talent in the general San Antonio area is not suitable for broadcasting." It "felt that good programs of records and transcriptions were preferable to poor programs of live performers."

KONO considered the Blue Book's basic principles of good broadcasting" to be "good and true," but said they should be applied to all stations, "with temperate considerations to changing conditions in various locales."

Response

MORE THAN 1,000 telephone calls were received at ABC in New York and WGBS Miami switchboard was flooded on Dec. 29, following a nationwide appeal made by Walter Winchell on his 9 p. m. *Jergens Journal* broadcast from WGBS. He asked for an immediate donation of type "AB" blood, needed to save the life of Rudy Kovarik, who was in Biscayne Hospital, Fla. An estimated 500 clamored at the hospital to give their blood, and the *Miami Herald* front-paged the story for two days. Blood was found through the broadcast, and flown to Miami for the transfusion.

THE BEST DOLLAR BUY IN PHILADELPHIA

The larger your audience *per dollar* of radio time,

the larger your sales per dollar invested.

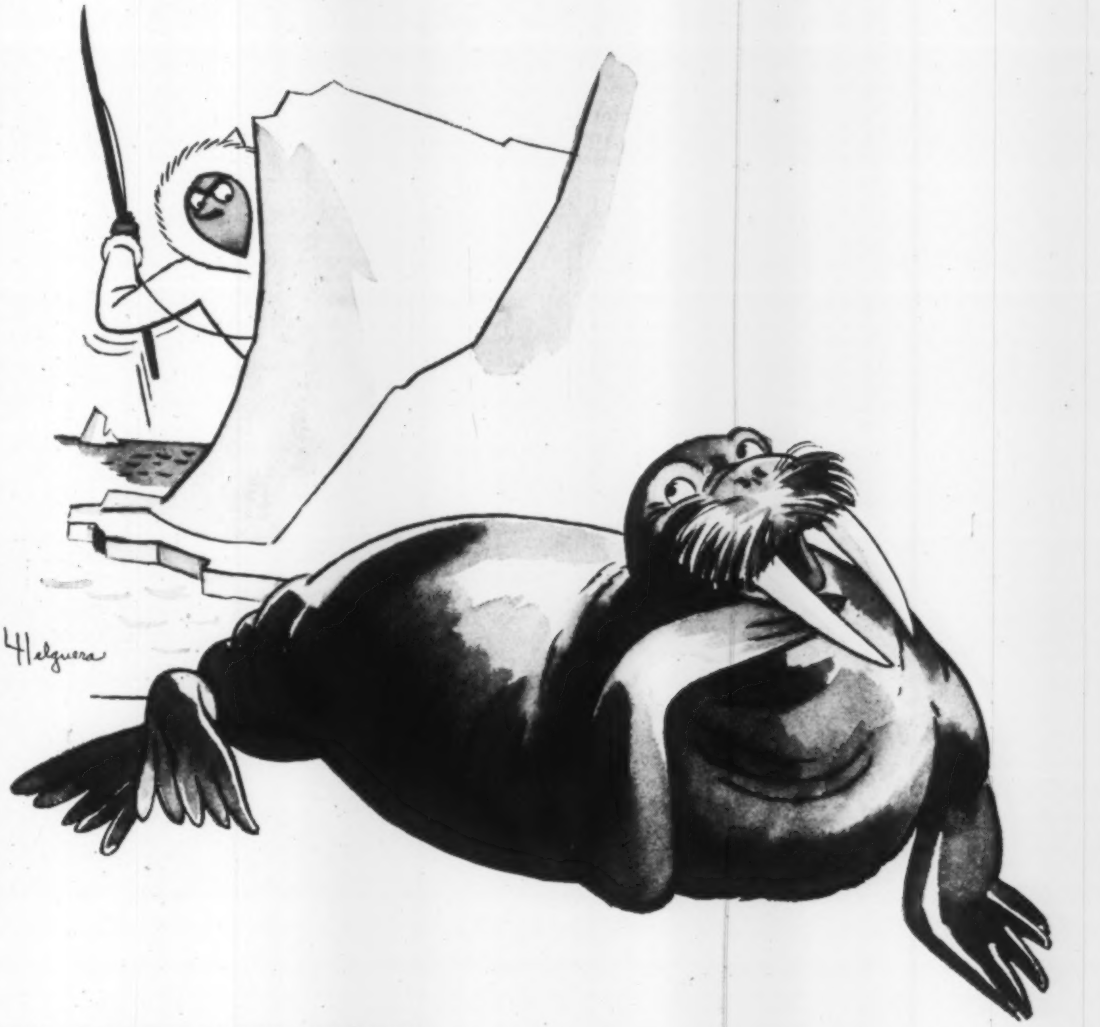
Tnat's why WDAS carries so many new advertisers

. . . and 78 percent renewals.

DR. ERNEST DICHTER, consulting pyschologist formerly with CBS, will discuss "How to Determine Methods of Motivation of the Consumer" at the American Marketing Assn. marketing research luncheon Jan. 9 at the Hotel Sheraton, New York.

IF IT'S WALRUS YOU WANT . . .

Use a harpoon in Greenland!



IF IT'S SALES YOU WANT . . .

Use WTIC in Southern New England!

By every measurement, station WTIC, Hartford, dominates the prosperous Southern New England Market.

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN *Southern New England*
The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network
Represented by WEED & COMPANY • New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood

Trends

(*Continued from page 15*)

station is reduced. Some agency executives also point out that "most of the new stations will be in smaller communities which are already covered to a great extent by the networks" and conclude that it will not be "necessary to use them."

Among the 5% who anticipate that the same radio advertising results will cost less in the future, the major premise is that competition will reduce time charges as illustrated by the following observations—"all stations have audience supply and demand"—"stations have gone haywire increasing rates, with more competition maybe rates will hit a happy medium."

There seems little doubt in the average agency executive's mind on this point: that per-station audience will decrease as the number of outlets increases. Or to put it another way, the average agency executive believes that radio today has captured its maximum mass audience and that the sets-in-use figure will not be increased by the addition of more programming, and probably better programming, through competition. This is not an opinion shared by industry leaders, and the only way the agency viewpoint can be changed—since it is an OPINION ONLY—is through proof to the agency, as stations increase in number, that audience is increasing in size. This means supplying agencies with more complete coverage and market information. Since most agency executives expect radio to cost them more in the future, it is important to learn how they evaluate radio in comparison to other media. Two of the other questions asked in this ballot* bear directly on this problem.

TABLE II

In your opinion which advertising medium does the best job of providing the facts and information you need to use it properly:

		Percent of all respondents
Magazines		51%**
Newspapers		42
Network radio	18	30
Non-network Radio (Spot)	12	
Outdoor		8
Car Cards		1

Comment: In analyzing these returns, it is again important to note that the panel included top agency executives, media directors, and space as well as time buyers. Consequently the opinions expressed represent an agency group which was not inclined toward any particular medium.

It is clear, of course, that agency men find magazines do the top job of supporting their story with useful facts and information. Newspapers rank second. Radio, as a medium (the sum of votes for network and non-network radio) is third, receiving 3 votes for every 5 cast for magazines, or every 4 for newspapers. Network radio is regarded as providing better data than spot, in the ratio of about 3 to 2.

There is obvious danger to radio's position in this circumstance. Broadcasters themselves have acknowledged that costs of operation in radio will increase in 1947 [BROADCASTING, Dec. 30]. Program costs will go up. Promotion costs probably will rise. Sales costs undoubtedly will increase, in view of the heightened competition. Yet, to capture the national advertising dollar and maintain its position as the most economical medium to buy (See Table III below), radio must provide better statistical material on coverage to the agencies. This means that those devices now employed for this purpose—such as BMB reports, Hoopers, Nielsens, etc.—must be used in such a way as to induce the most effective results if increased national business is to be obtained. National agencies and advertisers expect to spend more on radio in 1947—26.2% according to a survey reported in BROADCASTING, Dec. 30. But they expect to get less for their money, according to the current study, unless stations can prove larger listening audiences.

The second comparison of media dealt with costs. Since abstract comparisons could not wisely be made, the question was limited to comparative costs for advertising mass-appeal products.

TABLE III

For widely distributed low-priced products which medium, in your experience, produces impressions at the lowest cost per thousand persons?

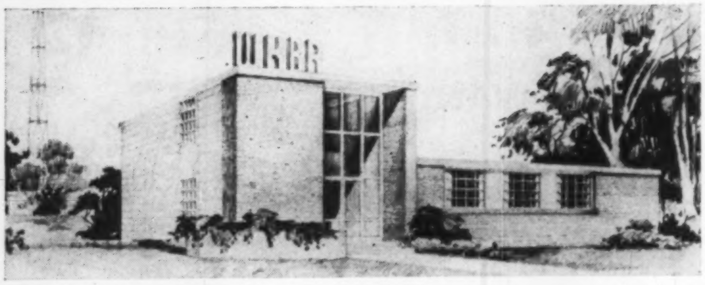
	Percent of all respondents	
Non-network radio (Spot)	36%	**62%
Network radio	26	
Newspapers		24
Magazines		14
Outdoor		13
Car Cards		4

Comment: Spot radio leads all other media by a significant margin in the cost-per-thousand-impressions comparison. This is particularly significant in the light of agency-opinion previously reported [BROADCASTING, Dec. 30] that in 1946 agencies and advertisers had set aside only 29.16% of their budgets for national spot and 70.84% for network—average figures. Taken together, spot and network radio are considered the least expensive advertising media by two-thirds of the panel. This figure probably will be affected advantageously for radio by recent sharp increases in the cost per page of magazine advertising and similar advances in newspapers.

Radio is considered the lowest cost medium (for mass appeal products) by 2½ times as many agency executives as consider newspapers the cheapest medium; by 4½ times as many as consider magazines (or outdoor) cheapest.

The rather surprising result which showed spot radio favored over network radio as the most economical buy puzzled Audience Surveys Inc. researchers, who felt that possibly their sample—which had been carefully devised to produce a cross-section report—might have been weighted too heavily against New York agencies, which buy the largest proportion of the network time. In order to confirm the findings, an additional study on this question alone was undertaken among New York agencies. The results confirmed the findings above; in fact, showed that New York voted top for spot in the ratio of 48% as against 25% among all other agencies.

This survey also asked agency executives for their views on radio's "commercialism" and where they place responsibility for it if it exists; what they think of locally produced programs; and what radio can do to increase its value to advertisers. Responses to these questions will be published Jan. 20.



MODERN transmitter-studio building has been erected by WKBR Manchester, N. H. (Yankee-Mutual network). Station, owned by Granite State Broadcasting Co., operates on 1240 kc with 250 w, uses Collins equipment. Studios have been treated acoustically by Johns-Manville.

Signs 41 CBS

METROPOLITAN LIFE INSURANCE Co., New York, Feb. 17 starts sponsorship of a quarter-hour five-times-weekly news program on 41 CBS stations, Mon. through Fri. 6-6:15 p. m. Agency is Young & Rubicam, New York.

WOR New York Rejects New LaGuardia Series

INSISTENCE of WOR New York on exclusivity of its commentators forced F. A. LaGuardia to start his new Saturday night series on Mutual without a New York outlet, unless WOR changed its mind at the last minute, which the station management showed no signs of doing earlier in the week. The former mayor of New York started on Mutual Jan. 4 as a cooperative program, available for local sponsorship on any MBS outlet.

Reason for WOR's rejection is Mr. LaGuardia's contract with June Dairy Products Co. for a weekly broadcast in New York which still has three years to run. During 1946 this series has gone on WJZ Sunday noon, in addition to Mr. LaGuardia's Sunday evening broadcast on the ABC network. With the latter switching to MBS, the dairy company might have moved its program from WJZ to WOR but was unwilling to increase its time costs by the difference between the WJZ daytime and the WOR nighttime rates, amounting to an extra $10,000 a year.

WQQW in Formal Bow; Plans Few Commercials

AFTER OPERATING on a test basis for a week WQQW was scheduled to make its formal bow as a Washington, D. C., outlet in a three-hour inaugural program starting at 2 p. m. Jan. 5. WQQW will operate on 570 kc on a 7:30 a. m. to 5:15 p. m. schedule.

Inaugural program was designed as a capsule presentation of WQQW's daily schedule based on "music to listen to" and other features—primarily the best obtainable classical and semi-classical recordings and transcriptions, Edward M. Brecher, station general manager, said.

WQQW has announced that it plans to have no more than four commercial announcements an hour, no commercial of more than 60 seconds and no two commercials in a row.

Roark Seeks Two

APPLICATIONS FOR 250-w stations on 1230 kc at Coleman and Kerrville, Tex. were filed with FCC last week by W. W. Roark, businessman of Temple, long associated with radio. Mr. Roark's application for 1340 kc, 250 w at Breckenridge, Tex., was dismissed without prejudice. Mr. Roark joined KTEM Temple in 1936 and has served as announcer, salesman and program director. From January 1941 to December 1946 he was a member of the Texas House of Representatives. In 1943 he organized Roark Bus Lines at Temple and at present is owner of the Temple Insurance Agency and the Roark Nash Co. He will be sole owner and manager of the proposed stations.

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* The second half of the ballot will be reported Jan. 20.

** Percentages add to more than 100 because some respondents indicated more than one choice.

Drowned Out

ONE WAY to get a program off the air is to literally drown it in its own product, CBS Newsman Gunnar Back found last week. Mr. Back knocked a cup of coffee into the push-button controls of his radio and in a few minutes, the program faded out, accompanied by a strong smell of burning coffee. The program was *The Factfinder* on WTOP Washington. "And so help me," says Mr. Back, "the coffee was Wilkins." Wilkins sponsors *The Factfinder*.

WSGN-WHBS Executive Marries Louise Feagin

Mr. Johnston

Mrs. Johnston

HENRY P. JOHNSTON, managing director of WSGN Birmingham and president of WHBS Huntsville, Ala., and Miss Louise Feagin, the "Miss Ann" of a daily program broadcast on WSGN for the last several years, were married Dec. 26 at Uniontown, Ala.

Mrs. Johnston is director of speech at Phillips High School in Birmingham. Mr. Johnston is president of the Alabama Broadcasters Assn. and chairman of ABC's Planning and Advisory Committee. He is executive vice president of Birmingham News Co., licensee of WSGN, and president of the News' subsidiary, Huntsville Times Co., licensee of WHBS. He is a native of Uniontown, where he is chairman of the board of Planters and Merchants Bank, and is a graduate of Washington & Lee U.

Cowles Marries

GARDNER COWLES, president of Cowles Broadcasting Co., *Look* magazine, *The Des Moines Register and Tribune* and chairman of the board of *The Minneapolis Register and Tribune*, Dec. 27 married Fleur Fenton, former executive vice president and director of Dorland International-Pettingell & Fenton, New York. Ceremony was performed in Stamford, Conn.

Enzinger Named

GEORGE ENZINGER, veteran Chicago advertising executive, has joined the Chicago office of Roy S. Durstine Inc. as a vice president. Mr. Enzinger has been executive of Buchanan & Co. since 1938. From 1919 to 1938 he headed his own agency in Chicago, Milwaukee and New York.

Leo Boulette, 14 Years In Radio, Dies in Fire

LEO BOULETTE, 35, head of the Leo Boulette Agency, Three Rivers, Mich., who spent 14 years in radio work, was asphyxiated when fire destroyed his home on Dec. 6.

Mr. Boulette

Before establishing his advertising agency Mr. Boulette had been an announcer at WEBR Buffalo; had his own morning show on WHAM Rochester (*The WHAM Alarm Clock*), using the pseudonym Don Harris; worked on script and production at WLS Chicago; did free-lance script writing for network shows; served for a time as program director of WDAN Danville, Ill., and later as sales manager of WIZE Springfield, Ohio.

During the war Mr. Boulette wrote scripts for *The Lone Ranger* and *The Green Hornet*. He was an aviation as well as a radio enthusiast. After establishing his advertising agency he bought an airplane, learned to fly, and last July started an aerial photography business. His wife, Carol, and three children, Janda, Harris and Margaret Lynn, survive him.

KSL-FM Salt Lake Starts; On Air Daily for 6 Hours

KSL-FM Salt Lake City began operations Dec. 26 on 100.1 mc and, after several days of special broadcasts and a dedicatory program Jan. 1, inaugurated a regular broadcast schedule. Present plans call for programs of classical and concert music and news from 9 a. m.-12 noon and 6-9 p. m. daily, according to Ivor Sharp, vice president and general manager of KSL, Salt Lake's 50 kw CBS outlet.

Edward B. Kimball, who has had 20 years' experience in radio, has been named program manager of KSL-FM. He started as an announcer with KSL in 1926, later was with NBC Washington, D. C., for three years. His most recent post was with KSL as supervisor of public service broadcasts.

C. Richard Evans, chief engineer of KSL, supervised construction and installation for KSL-FM.

Name Miss Sanders

APPOINTMENT of Hildred (Hilly) Sanders, vice president and radio director of Mitchell-Faust Adv., Chicago, as copy supervisor on the General Mills accounts has been announced by Dancer-Fitzgerald-Sample, Chicago. Miss Sanders' resignation from Mitchell-Faust, which she joined six years ago, is effective Jan. 31. Miss Sanders entered radio as continuity editor of WDWS Champaign-Urbanna, Ill., and also worked on Procter & Gamble copy with Kastor & Sons Adv., Chicago.

BMI *Pin Up* SHEET

Hit Tunes for January
(On Transcriptions)

ANOTHER NIGHT LIKE THIS (Marks)
THESAURUS—Vincent Lopez
" George Wright
STANDARD—Buzz Adlam
CAPITOL—Hal Derwin

BEST MAN, THE (Vanguard)
LANG-WORTH—Four Knights
" Tommy Tucker
STANDARD—Leighton Noble
" The Starlighters
THESAURUS—Novatime Trio
CAPITOL—Pee-Wee Hunt
" Peggy Lee
" Jan Garber
MacGREGOR—Jimmie Grier
ASSOCIATED—Elliott Lawrence
WORLD—Les Brown

COFFEE SONG, THE (Valiant)
LANG-WORTH—Blue Barron
THESAURUS—Jumpin' Jacks
WORLD—Les Brown
STANDARD—De Castro Sisters
" Buzz Adlam
MacGREGOR—Henry King
CAPITOL—King Sisters

EV'RYBODY LOVES MY BABY, MY BABY (Goode)
MacGREGOR—Music A La Carter
STANDARD—Joe Reichman
" Buzz Adlam
LANG-WORTH—Frankie Carle
" Blue Barron
CAPITOL—King Sisters
" King Cole Trio

(I LOVE YOU) FOR SENTIMENTAL REASONS (Duchess)
CAPITOL—Eddie Le Mar
WORLD—Charlie Spivak
STANDARD—Bob Crosby
" Buzz Adlam
THESAURUS—Music of Manhattan
LANG-WORTH—Four Knights
MacGREGOR—Don Swan
ASSOCIATED—Vic Damone

HOLD ME, HOLD ME, HOLD ME (Stevens)
LANG-WORTH—Chuck Foster
ASSOCIATED—George Towne
WORLD—Russ Morgan
STANDARD—Joe Reichman
" Buzz Adlam

I GUESS I'LL GET THE PAPERS AND GO HOME (Campbell-Porgie)
LANG-WORTH—Claude Thornhill
" Tommy Tucker
THESAURUS—Sammy Kaye
MacGREGOR—Eddie Oliver
WORLD—Russ Morgan
CAPITOL—Peggy Lee
STANDARD—Leighton Noble
ASSOCIATED—George Towne

I'LL NEVER LOVE AGAIN (La Borrachita) (Peer)
WORLD—Bob Eberly
THESAURUS—Vincent Lopez
" George Wright
CAPITOL—Jan Garber
ASSOCIATED—George Towne
STANDARD—Joe Reichman

IT'S ALL OVER NOW (BMI)
WORLD—Russ Morgan
LANG-WORTH—Tommy Tucker
THESAURUS—Jumpin' Jacks
CAPITOL—Jan Garber
STANDARD—Dick Jurgens
" Buzz Adlam
MacGREGOR—Eddie Oliver
" Eddie Skrivanek
ASSOCIATED—George Towne

MANAGUA, NICARAGUA (Encore)
CAPITOL—Jan Garber
STANDARD—Freddy Martin
ASSOCIATED—Elliott Lawrence

MI VIDA (Marks)
CAPITOL—Hal Derwin
THESAURUS—Vincent Lopez
" George Wright

RICKETY RICKSHAW MAN, THE (Peer)
LANG-WORTH—Les Elgart
MacGREGOR—Jimmie Grier
CAPITOL—Jan Garber
WORLD—Russ Morgan
THESAURUS—George Wright
STANDARD—Joe Reichman
" Buzz Adlam

ISN'T THIS BETTER THAN WALKIN' IN THE RAIN (Republic)
THESAURUS—Sammy Kaye
" —George Wright
MacGREGOR—Eddie Skrivanek
LANG-WORTH—Four Knights
STANDARD—Bob Crosby

WHAT MORE CAN I ASK FOR? (London)
LANG-WORTH—Four Knights
STANDARD—Buzz Adlam
" Bob Crosby
WORLD—Nat Brandwynne
MacGREGOR—Eddie Skrivanek

*Soon to be released

BMI
BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

Emerson Hopes to Double Volume in 1947—Abrams

IN A YEAR-END message to all American and foreign market distributors last week, Benjamin Abrams, president of Emerson Radio and Phonograph Corp., predicted greater radio value to the public and established a doubling of the 1946 quota as the company's 1947 goal. According to Mr. Abrams, overall volume of Emerson Radio products during 1946 exceeded that of any like period in the firm's history, the highest prewar mark, in terms of units alone, being 1,200,000 sets of all types.

"We face the coming year with undiminished demand for Emerson Radio products of all types," stated Mr. Abrams. "Our engineering, production and promotion facilities are geared for more than double the 1946 volume which will include in addition to many new standard models, several FM and television receivers."

COMPLETION of arrangements in Detroit for new *Sunday Evening Hour*, to be heard over ABC stations beginning Jan. 19 under sponsorship of *Musical Digest Magazine*, is celebrated by (l to r): Neil Mulhearn, ABC sales representative in Detroit; Jack Donohue, ABC's Detroit area sales manager; Henry R. Reichhold, president of both *Musical Digest* and Detroit Symphony, which will be featured on program; Karl Krueger, director of the Symphony; Ian Smith, manager of Kenyon & Eckhardt's Detroit office; William B. Lewis, vice president and radio director of Kenyon & Eckhardt, New York.

New Phone Service

NEW TELEPHONE information service called "Information If You Please" has been started in Los Angeles by Ruth Arnold, West Coast manager of C. E. Hooper Inc. Although currently concentrating on radio program information and events of public interest, service will expand later to include other fields of entertainment. Fees for same will be paid for by various attractions listed. Although headed by Miss Arnold, new service is independent of Hooper.

Nathan's Theory of Wage Boosts Nonsense—Robery

BRANDING Robert Nathan's theory that corporate profits can support a 25% wage increase without price rises as "statistical nonsense," Dr. Ralph Robery, chief economist of the National Assn. of Manufacturers, told a news conference in Washington last week that "the system of individual enterprise can survive only where there is free competition."

Featherbedding by labor unions is one of industry's most difficult problems, he explained at a luncheon for Washington news personnel at the Carlton Hotel, Monday. "What to me may seem featherbedding to others may seem essential," he said. The Nathan report, which the CIO has adopted as "guidepost," was based on "misinterpretation" of data and "guesswork" on the part of Mr. Nathan, said Dr. Robery.

Mackay to Build

PLANS for construction of three new coastal radiotelegraph stations were announced by the Marine Division of the Mackay Radio and Telegraph Co., New York, as part of an expansion program designed to offer the maximum in communication services and safety measures to ships at sea. New stations, for which authorizations have just been issued by FCC, will be located at Kent, Wash., Galveston, Tex., and at Kailu in the Hawaiian Islands. Mackay Radio also expects to establish similar facilities in Manila in near future.

NU, MR. ALLEN?
Satevepost Takes Trip Down Allen's Alley

"IT'S LIKE going into a pool room," says Fred Allen of network censorship. "You rent a table. Then the guy hides the cue from you." The NBC comedian's "Allen's Alley" is the subject of an article in the Jan. 4 issue of *Saturday Evening Post*, titled "Backstage in Allen's Alley," by George Sessions Perry.

According to the *Post* story, Mr. Allen's Sunday night program has hit its peak. ". . . It is generally conceded that the Allen program is one of the most intelligent programs on the air," says the article, and attributes its great popularity to the fact that "radio audiences may be growing up."

Mr. Perry recounts his attendance of an Allen-and-writers meeting on Wednesday before the show goes on the air. He tells of how the writers and the comedian try out gags and situations, then Mr. Allen jots down infinitesimal notes—mostly one key word per joke. Later he writes the final script at home.

Fred Allen's pet peeves, says the *Post*, are interfering network vice presidents and comedians who steal his jokes.

The Branham Network
CHICAGO
DETROIT
NEW YORK
SAN FRANCISCO
KANSAS CITY
ST. LOUIS
CHARLOTTE
LOS ANGELES
MEMPHIS
ATLANTA
DALLAS
11
Branham offices representing Radio

THE BRANHAM COMPANY

WTAD

QUINCY, ILLINOIS

Now Represented By

WEED & COMPANY

NEW YORK
BOSTON

CHICAGO
ATLANTA
HOLLYWOOD

DETROIT
SAN FRANCISCO

for details . . .

write

wire

phone

Rothschild at 6200 Quincy. Or your Weed & Company representative will gladly furnish all information to meet your requirements.

new national sales manager for **Lee Stations**

With a new national representative and a new national sales manager, WTAD is set to give even better service during 1947. Walter J. Rothschild, new national sales manager for Lee Stations, was formerly General Manager of WTAD. Call upon him for help in connection with your sales and merchandising problems in the rich farm and town areas covered by Lee Stations, WTAD, Quincy, Illinois, and KGLO, Mason City, Iowa. Equal distribution of farm-town coverage makes these stations ideal for test markets. Get details on complete coverage data and availabilities. Ask your Weed & Company representative.

WALTER J. ROTHSCHILD

kglo **MASON CITY, IOWA**

1300 K.C. 5,000 Watts CBS Affiliate

COVERAGE — 57 counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minn.

WTAD **QUINCY, ILLINOIS**

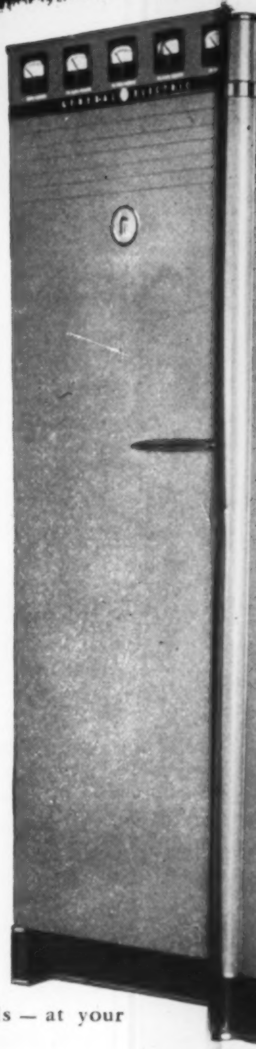
930 K.C. 1,000 Watts CBS Affiliate

COVERAGE — 40 Mississippi Valley counties in the primary and secondary areas, including Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa.

F. C. EIGHMEY, General Manager

Lee STATIONS

3 KW of



NEW G-E TYPE BT-3-A ⇨

The 3-kilowatt FM broadcast transmitter with the famous Phasitron Modulator

- √ FEWER TUBES
- √ FEWER CIRCUITS
- √ FEWER COMPONENTS
- √ FEWER MAINTENANCE MINUTES
- √ FEWER PROGRAM OUTAGES
- √ FEWER INVESTED DOLLARS

BUILT for performance and economy, General Electric's new BT-3-A offers to broadcasters a *completely self-contained* 3-kw FM transmitter with every electrical and mechanical feature required by modern broadcast station owners and engineers. Designed with the revolutionary Phasitron Modulator and with fewer stages and fewer tubes than 3-kw FM transmitters of other design, here is 3000 watts of FM power that guarantees maximum audience and advertiser service—assures you lower cost per hour of operation.

For the full facts see your nearest General Electric broadcast sales engineer, or write the *Electronics Department, General Electric Company, Syracuse 1, New York.*

LOOK! ***New On-the-air reliability***

Fewer stages • Fewer tubes • Fewer components • Fewer outages • Complete fuseless overload protection with fast-acting circuit breakers • Automatic power reclosure after power failure • Longer tube and component life with air-blower system and lifetime air filters • Highest quality components used throughout • Simple, straightforward, all electronic circuits • Delta-Wye switching with instantaneous high-low power transfer for uninterrupted programming • Power amplifier tubes **quickly interchangeable.**

New Electrical Features

Push-pull tetrode power amplifier using the new ring seal GL-7D21's • No intermediate amplifier between 250-watt exciter and 3-kw amplifier • Critical neutralization eliminated • Includes the Phasitron Modulator • Block-built design for combining units to meet future power requirements • Complete metering • Power supply 208/230 volts ± 5%, 50/60 cycles, 3 phase.

New Accessibility

Completely self-contained • Full-length doors front and rear • Vertical chassis easy-to-get-at • Tubes, components, adjustments and controls — at your finger tips.

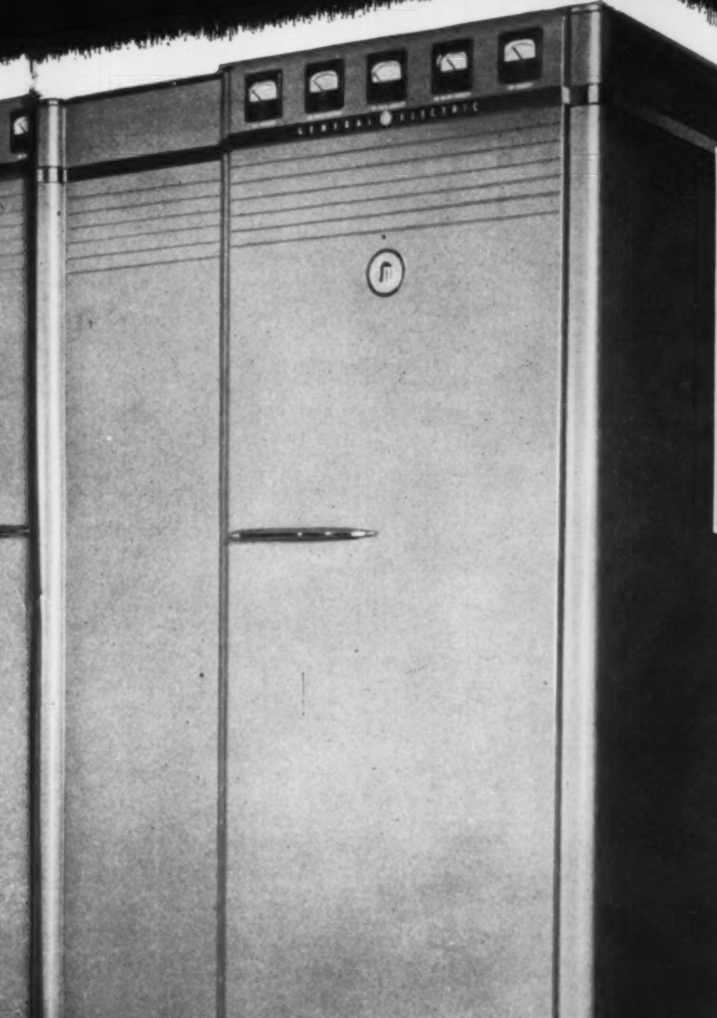
New Ease of Installation

Only 75 inches high, 72 inches wide, and 25 inches deep • Two easily-joined space-saving units for convenient transportation through standard doorways and in elevators.

New Styling

Husky and handsome • Matches other G-E FM transmitter units • Stainless steel trim • Rounded corners • Baked synthetic enamel with beautiful opalescent finish • Utility and beauty contribute to station appearance.

FM PERFORMANCE! Economy!



GENERAL ELECTRIC

Power Amplifier

Two plug-in, radiator-type GL-7D21's in clean-cut symmetrical push-pull circuit. Neutralization adjustment is unnecessary. Tubes are replaced easily.

New G-E 3-kw FM Transmitter, type BT-3-A

Meets all FCC standards and latest proposed RMA standards.

Air-radiator type GL-7D21

New h-f tetrodes used in the BT-3-A power amplifier. In push-pull, delivers 3 kilowatts of power with only 120 watts of driving power.

Block-Build to higher power

The BT-3-A includes a G-E 250-watt FM exciter and a 3-kw FM amplifier. If you now own a 250-watt exciter, simply add a G-E 3-kw amplifier. And if you anticipate swinging ultimately to higher power, then simply add a G-E 10-kw FM amplifier to your 3-kw G-E unit.

In combining G-E FM Transmitter units, there is no expensive equipment duplication, no equipment obsolescence, no relocation of existing units. Simplified wiring insures easy inter-unit connections. Size and appearance of all G-E units are harmonious and adaptable to future additions for higher power.

GENERAL ELECTRIC

160-E12-6914

Savannah's Radio Dealers To Be Guests of WTOC-FM

REPRESENTATIVES of radio sales and service establishments in Savannah, Ga., will discuss FM and see a film on the subject following a buffet supper which WTOC-FM Savannah will give for them Jan. 7 at Savannah's DeSoto Hotel. Discussion will be led by Reeve Owen, chief engineer of WTOC and WTOC-FM, and the film will be shown by John Klenke of the Atlanta General Electric Corp.

WTOC-FM has been on the air since Nov. 29. It is operating on Channel 253 (98.5 mc) with 250 w and has FCC sanction for 47,000 w. Transmitter is housed in a recently-constructed penthouse atop the Savannah Bank and Trust Bldg.

Special booklets explaining FM broadcasting have been distributed to Savannah dealers by WTOC-FM for dissemination among FM owners and potential purchasers of FM sets. In addition, advertisements have been run in Savannah newspapers and billboards are to be used.

AMONG GUESTS at party CBS and Benton and Bowles Inc. gave when Rise Stevens (center) joined CBS *Prudential Family Hour* were (l to r): Walter Craig, vice president in charge of radio for B & B; Jimmy Carroll, who sings on show; Miss Stevens; Carroll Shanks, president of Prudential Insurance Co., the sponsor, and Frank Gallup, the announcer.

KMLB

MONROE, LOUISIANA

Announces the Appointment of

T·H·S

TAYLOR-HOWE-SNOWDEN *Radio Sales*

AS NATIONAL REPRESENTATIVE

AMERICAN BROADCASTING COMPANY

1440 KILOCYCLES

5000 WATTS DAY • 1000 WATTS NIGHT

EFFECTIVE IMMEDIATELY!

ENTRY DEADLINE NEAR FOR PEABODY AWARDS

JAN. 10 IS CLOSING DATE for entries in the George Foster Peabody Radio Awards competition sponsored by the U. of Georgia's Henry W. Grady School of Journalism with the cooperation of NAB. Many entries already have been received, but John E. Drewry, Grady School dean, last week announced that all radio stations, networks, radio editors, listener groups and any other persons or organizations wishing to direct the Peabody Board's attention to a special program or series of programs should do so at once. Entries or recommendations should be addressed to Dean, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.

Dean Drewry explained that the annual awards are designed to give recognition for the most disinterested and meritorious public service rendered each year by the broadcasting industry and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the U. of Georgia

The awards—winners to be announced in the spring of 1947—will be made in seven categories: (1) Program or series of programs inaugurated and broadcast in 1946 by a regional station (above 1000 w) which made outstanding contributions to welfare of the community or region served by the station, (2) program or series of programs of a local station (1000 w or under) which made outstanding contribution to community's welfare in 1946, (3) outstanding reporting and interpretation of the news, (4) outstanding entertainment in drama, (5) outstanding entertainment in music, (6) outstanding educational program, and (7) outstanding children's program.

In making its awards, Dean Drewry said, the Peabody Board will not necessarily be restricted to entries, but will consider the reports of its own listening-post committees and may on its own initiative select a program or a station for an award. He emphasized that all entries should include the title of the program, name and address of station or network, classification in which entry is submitted, name of person making entry, indication as to whether or not entry is accompanied by a transcription, and a brief description of the program with reasons why it should be considered.

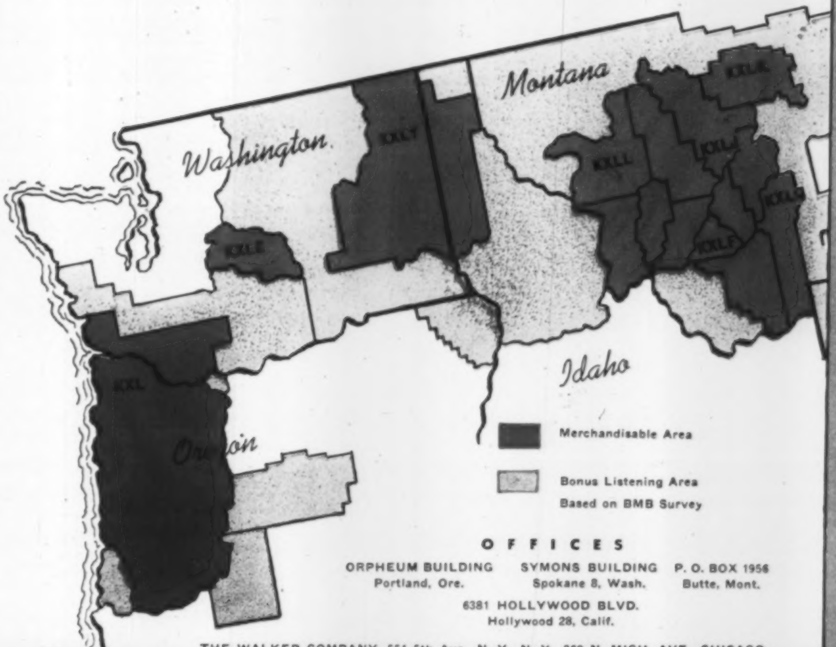
Campaign Preview

PREVIEW of the Advertising Federation of America 1947 campaign to promote better public understanding and approval of advertising will be given to advertising leaders and the advertising press Jan. 7 in New York by Ralph Smith, executive vice president, Duane Jones Co., chairman of the AFA committee in charge.

DEPENDABILITY

The XL STATIONS

BEAM YOUR SALES MESSAGE INTO THIS TREMENDOUS MARKET



▇ Merchandisable Area

▨ Bonus Listening Area
Based on BMB Survey

84 YEARS of Dependable Broadcasting

☆

KXL · · **Portland**
ESTABLISHED 1922

KXLY · · **Spokane**
ESTABLISHED 1922

KXLE · **Ellensburg**
ESTABLISHED 1946

KXLF · · · **Butte**
ESTABLISHED 1929

KXLJ · · **Helena**
ESTABLISHED 1937

KXLQ **Bozeman**
ESTABLISHED 1939

KXLK · **Great Falls**
OPENING JANUARY, 1947

KXLL · · **Missoula**
OPENING MAY, 1947

☆

You get the benefit of this "lifetime" of radio experience, both network and local, with a single PNB contract . . . plus the extra discounts that make it the best buy in radio.

OFFICES

ORPHEUM BUILDING
Portland, Ore.

SYMONS BUILDING
Spokane 8, Wash.

P. O. BOX 1956
Butte, Mont.

6381 HOLLYWOOD BLVD.
Hollywood 28, Calif.

THE WALKER COMPANY, 551 5th Ave., N. Y., N. Y. 360 N. MICH. AVE., CHICAGO

PACIFIC NORTHWEST BROADCASTERS

Take Advantage of

WMT's

COMPLETE
COVERAGE

of Eastern Iowa's
Sales-Rich

Twin Markets

1. *A rich quarter slice of America's wealthiest farm country.*

2. *With an industrial income* ***equal*** *to her agricultural income.*

These twin markets include 3½ million listeners and the highest per capita income population in all America.

WMT brings you *both* at no extra cost.

WMT is the only CBS outlet in Eastern Iowa so naturally the "station of the stars" is the twins' favorite.

DUBUQUE
MASON CITY
CLINTON
CHICAGO
WATERLOO
DAVENPORT
SIOUX CITY
IOWA
CEDAR RAPIDS
BURLINGTON
DES MOINES
OTTUMWA
ILL.
NEB.
CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS . DAY and NITE . 600 KC
BASIC COLUMBIA NETWORK

Member of
Mid-States Group

Ask your Katz representative for the complete "twin markets" story.

WAPA on Air Jan. 15; Hull Is Named Manager

WAPA San Juan, PR. P. R., is to begin operations with 10 kw on 680 kc Jan. 15, according to announcement last week by Jose Ramon Quinones, owner of the new station, who also stated that Harwood Hull Jr., former NBC correspondent in the Caribbean and information director for the U. S. Dept. of Agriculture, had been appointed general manager. Rafael Acosta, formerly with WKAQ San Juan for a number of years, is chief engineer of WAPA and Hector A. Moll, former studio technician at the Puerto Rico School of the Air, will act as chief studio engineer. Santiago Garcia, known in both Cuban and U. S. radio, has been named chief announcer.

Paul H. Raymer Co. has been appointed national sales representative for WAPA. Standard Oil Co. of Puerto has signed for four daily broadcasts of the *Esso Reporter*, Monday through Saturday, placing through McCann-Erickson. Construction of studio building at Stop 6½ Ponce de Leon Ave. is nearing completion and arrangements already are underway for inaugural programs. Mr. Quinones is president of Puerto Rico Farmers Assn.

New Rochester Station To Be Dedicated Feb. 2

THE NEW WRNY Rochester will be dedicated on Feb. 2, according to an announcement last week by Lester W. Lindow, general manager. Mr. Lindow, who during the war served as public relations officer in the European theatre, leaving active duty as lieutenant colonel, formerly was general manager of WFBM Indianapolis.

Mr. Lindow

Mr. Lindow also announced appointment of Add Penfield as the station's director of sports, news and special events. A lieutenant in infantry, Mr. Penfield succeeded Maj. Ted Steele, now radio vice president of Benton and Bowles, as officer-in-charge of radio for the European theatre.

Mr. Penfield returned to the U. S. last fall and immediately was retained by N. W. Ayer & Sons as football play-by-play announcer for Atlantic Refining Co. He was formerly with WDNC Durham, N. C., WPTF Raleigh, director of sports publicity at Duke U. and sports editor and night news editor of WSB Atlanta. From 1938 through 1940 and again in 1943 he was under contract to N. W. Ayer for football play-by-play schedule of Atlantic Refining.

COLOR TELEVISION SET, built by Bendix Aviation Corp. to receive programs telecast by the CBS mechanical color system, is viewed by A. E. Raabe, Bendix vice president (seated); W. P. Hilliard, general manager, radio division, and Charles Marcus, vice president in charge of engineering (right).

'LIBERTY' IN CANADA TO COOKE, THOMPSON

JACK K. COOKE, president of CKEY Toronto, and Roy H. Thomson, president of Northern Broadcasting & Pub. Co. (CFCH CKGB CJKL), Timmins, Ont., have bought the Canadian edition of *Liberty* magazine for $400,000. Mr. Cooke is president of the new company and Mr. Thomson is chairman of the board.

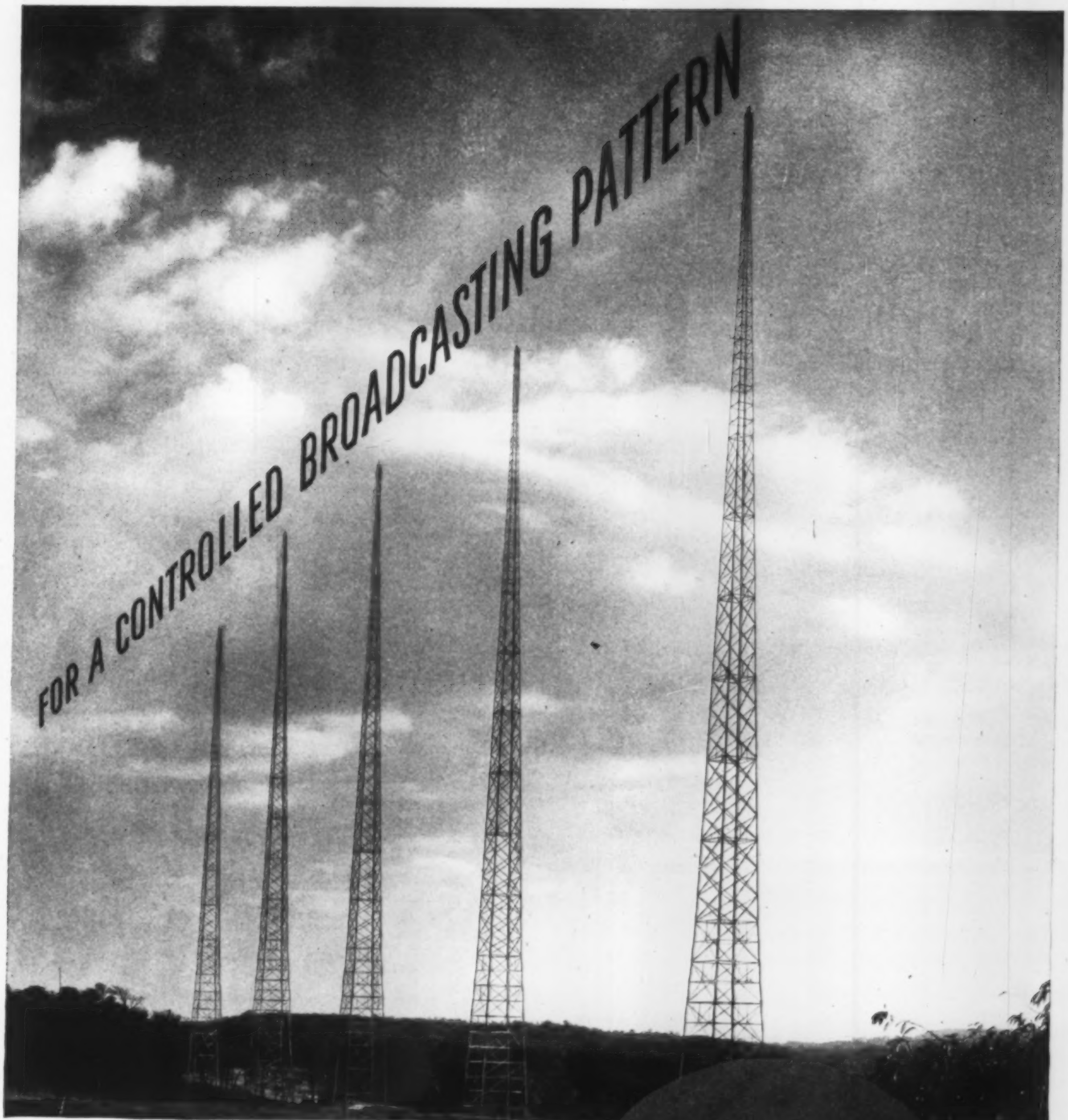
Liberty has had a Canadian edition for a number of years, but its present sale marks its first Canadian ownership. The Canadian publication, issued weekly, will continue to have access to any material in the United States publication, and will continue to expand Canadian articles and stories.

Messrs. Cooke and Thomson started their radio careers in northern Ontario, where the latter bought his first station, CFCH North Bay, in 1931. Mr. Cooke joined him as a salesman, soon became general manager, and in 1944 bought former CKCL Toronto, for $500,000, changing its call to CKEY. Mr. Thomson also operates National Broadcast Sales, a station representation firm in Toronto and Montreal, operates CKWS and CHEX in addition to his own three stations, in recent years bought six small Canadian daily newspapers, and is currently negotiating for purchase of stations in the British West Indies.

Martin Settles

CASH SETTLEMENT of $17,500 won by Tony Martin following threat to sue Foote, Cone & Belding because CBS *Bourjois* program was cancelled. Martin contended option renewal assurance given him before cancellation.

TOTAL sales of electronics items in war surplus stocks were $32,514,000 in November, up $23,000,000 from October, according to War Assets Administration.



Pittsburgh's new 5,000-watt KQV station will shortly offer greatly improved reception to its expanding radio audience.

Facilitating their transmission to selected areas is this directional array of five 350 ft. vertical radiators, designed and erected by Blaw-Knox.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.

BLAW-KNOX
Antenna
TOWERS

INVEST YOUR AD

IN THE GREAT CI

Ask Free & Peters fo
absolute proof of H
ratings and tremen
mail response

DOLLAR WCKY's-ly

CINNATI MARKET

for the
Hooper
endous
se

L. B. Wilson

WCKY

FIFTY THOUSAND WATTS
OF SELLING POWER

Editorial

Let's Call the Roll

A NEW SESSION of Congress is under way. The Republicans are in control for the first time in 14 years. Many predictions have been made since the stunning defeat of the Democrats at the polls last November. We're going to have all kinds of remedial legislation.

But don't take it for granted. The professional lobbyists of labor—the strongest lobby in Washington—already are at work. They'll do their utmost to render innocuous the projected Case-Ball bill to outlaw secondary boycotts and neutralize the advantages of labor over management under the existing laws. They realize that public sentiment favors restrictive legislation and that they can't block enactment of a new law altogether.

The anti-Petrillo bill passed so overwhelmingly by Congress last session—and a Democratic Congress at that—now is before the Supreme Court. It was held unconstitutional by Federal Judge Walter LaBuy of Chicago a few weeks ago, on grounds that it was class legislation, aimed narrowly at AFM President James Caesar Petrillo's union.

The success or failure of both television and FM may depend in large measure upon the attitudes of unions such as AFRA and AFM. Already there is word that AFM is prepared to permit feeding of network musical programs to FM stations without extra fees. If this eventuates would it be simply another Petrillo maneuver to divert Congressional fire?

In between the Congressional sessions, the unions were flying high. Now that Congress is in session, all may be sweetness and light on the surface. And the labor lobbyists will be working full time on Capitol Hill.

Radio should be prepared to call the roll on onerous labor demands and excesses any time hearings are held before Congressional committees. The terms of the Lea bill should be incorporated in the *general* legislation to be enacted which should repeal the special privileges now given the unions and place them under the same general laws that govern industry. Unions today *are* big business.

Research Lesson

BROADCASTING TRENDS report in this issue (Page 15) relating the opinions of advertising agency personnel on questions of import to all in broadcasting should be kept before every enterprising radio executive throughout 1947. Here's what they believe:

(1) That sets-in-use will not increase as the number of stations increase—which means lower audience per station, in most cases.

(2) That radio currently does far too inadequate a job in supplying agencies with data about the medium—is less effective in this way than newspapers and magazines.

(3) And on the bright side—radio currently is the lowest cost-per-thousand medium for mass produced items, with national spot leading network in this category.

The fact that agency executives believe that sets-in-use will not increase and that, consequently, audience-per-station will be less, does not necessarily make it true. But stations are never going to convince agency people that it is NOT true unless, in response to the obvious implication in Number (2) above, they supply better information about their medium.

As long as the research material made available to agencies is inadequate, agencies must scratch for it themselves. The cost of purchasing the medium consequently rises. And if it is true, as suspected in these important quarters, that listeners-per-station will decrease as station population increases, then radio cannot hope forever to maintain its position as the most economical buy.

Most certainly it cannot expect to maintain that advantage with magazines showing top-rating as the medium supplying the best market information, and with newspapers lowering their per-unit cost to the national advertiser by selling space on a "network" plan copied from radio.

Broadcasters, in concert, should give serious attention to these matters—and with the NAB district meetings getting under way, the time is propitious. Steps toward more productive and valuable research should be taken immediately. And plans for promoting audience, and then selling the idea that audience IS INCREASING, should be drawn up.

To maintain its position, radio must improve its service to those whose dollars support it.

P. R. Job Ahead

FROM THE public relations standpoint, 1946 was radio's poorest year. All year long an organized campaign was carried on against commercialism and commentators. The FCC's Blue Book was the springboard.

Radio answered back. But it wasn't an organized effort. The FCC had the advantage of official office and public funds to spread its story. Such organizations as American Civil Liberties Union, the various college forums, the anti-radio labor unions and that segment of the anti-radio press pitched in.

Legally radio has had no opportunity to test the validity of the Blue Book as an overt incursion into radio's freedom. And high-sounding phrases like the constitutionality of the acts just don't register with the public. Meanwhile the boring from within continues, with shrieks of over-commercialism emanating from those quarters which would see radio Government-controlled for political or economic reasons.

This week radio begins its annual series of district and area meetings under the aegis of the NAB. The new NAB board holds its first meeting in San Francisco to chart radio's course for the ensuing year. There's no subject before it more important than radio's public relations.

The problem is complex. It entails more than the mere issuance of statements. It involves basically the extent to which radio will indulge in self-appraisal and self-regulation. It means development of a program which will convey to the public what American radio really does.

Some years ago David Sarnoff (whose contributions to radio probably never will be fully appreciated) made this observation:

> **"In America the richest man cannot buy for himself what the poorest man gets free by radio."**

There is the theme for a public relations program for radio. Lawson Taylor, manager of KFMJ Tulsa, suggests to us that its repetitive use on the combined facilities of American radio—as a tag line for station and chain breaks—would make it a great slogan.

The statement may be too long, and possibly too sententious, for a slogan. But the idea is there. It's a good starting point, perhaps for a national contest in which the public would participate.

Our Respects To—

JOHN BERNARD JOSEPH CONLEY

JOHN BERNARD JOSEPH CONLEY—back in school after serving as a machine gun sergeant with the famous 82nd (All American) Division during World War I—selected "Formation of the Radio Corporation of America" as the subject of his thesis on graduation from the U. of Pittsburgh in 1924. Some 20 years later, he was manager of Westinghouse Radio Stations Inc.

The choice of subject came merely because establishment of RCA represented timely opportunity for a senior in business administration hard pressed for a thesis.

Making the most of timely opportunities has been a continuing characteristic of this auditor-turned-radio-executive ever since high school days when an uncanny ability to hit in the pinches earned for him the "Steve"—after a now-forgotten baseball celebrity of the day—which has superseded the more formal John in all except the innermost family circles.

He was born in Welmerding, Pa., March 6, 1897, seventh of 14 children of John Joseph and Mary Mullen Conley. His Westinghouse interest comes naturally from his father, who died recently at the age of 88, and who was an employe of the Westinghouse Airbrake Co. for more than 50 years. His mother, still active at 85, is one of his staunchest boosters.

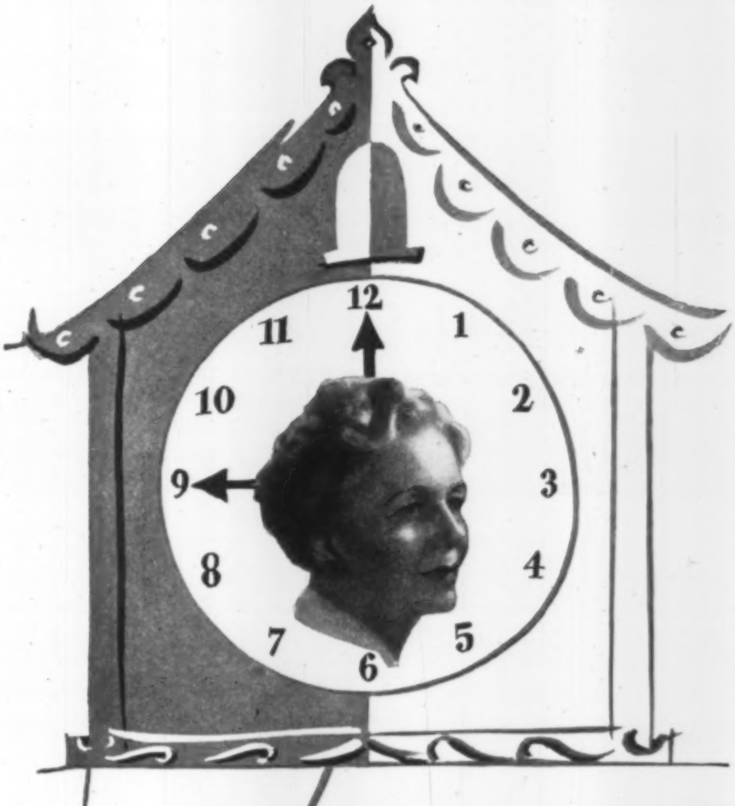
After public school in Wilmerding, and graduation from Union High School, in nearby Turtle Creek, he enlisted in the Army early in World War I. Badly gassed while defending a road junction in the Argonne, he spent the next 18 months in hospitals in France and the U. S.

On recovery Steve Conley was discharged from the Army, and in 1920 entered the U. of Pittsburgh. Four years later—with the aid of that prophetic thesis—he received his Bachelor of Science degree in business administration.

After one year in the real estate business in Detroit, the Westinghouse inclination cropped out, and Steve Conley headed back to Pennsylvania, entering the accounting department of the parent Westinghouse Electric Corp. at East Pittsburgh. The next 11 years saw him moving up rapidly—first as manager of the tabulating division and later as manager of general accounts. It was during this time, too, that he had his first experience with broadcasting, handling accounts for KDKA WBZ and KYW.

With this sound background in finances and

(Continued on page 48)



NINE A.M. AND ALL'S WELLES

At nine o'clock each weekday morning, Ruth Welles steps up to the KYW microphone.. and thousands upon thousands of Philadelphia women make it a point to listen!

What makes Ruth Welles and her "Home Forum" the leading program of its type in the nation's third market? Well, Mrs. Welles' personality, for one thing. Women like her voice, her pleasantly informal manner, and her interesting comments on clothes, food, cooking, home decorations. Philadelphia women have *confidence* in Ruth Welles. Here's just one example. When she produced a fashion show recently, in conjunction with Strawbridge and Clothier, *more than a thousand women crowded in to see it!*

The "Home Forum" is one of the most effective sales media on Philadelphia's airways, as present sponsors cheerfully affirm. A few participations are still available. NBC Spot Sales can tell you where, when, and how.

KYW

PHILADELPHIA • 50,000 WATTS

WESTINGHOUSE RADIO STATIONS INC

KDKA WOWO WBZ WBZA KEX KYW

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

Respects

(Continued from page 46)

company policies, Steve Conley was a natural choice when the parent company began looking about for a combination auditor-treasurer when the subsidiary Westinghouse Radio Stations Inc. was formed in 1936. Four years later he deserted strict finances for the broader horizons of station management, becoming head of WOWO and WGL, both in Fort Wayne.

In late 1944 WGL was sold, and KEX Portland, Ore., purchased by WRS. This meant new problems and new opportunities—and shortly Mr. Conley was packing bags and heading for Oregon.

In slightly more than a year the Conley touch had made itself felt at KEX, and, with the station well established, he got the nod when Westinghouse top radio executive Walter Evans needed a manager for WRS headquarters at Philadelphia early this year.

Mr. Conley's present job, biggest to date, is the exacting business of keeping six AM stations—KDKA Pittsburgh, WBZ Boston, KYW Philadelphia, WOWO Fort Wayne, WBZA Springfield, and KEX Portland; five FM stations (one in each city except Portland); one international shortwave station, WBOS at Boston; and an upcoming television station also in Boston—operating at peak efficiency.

It's a tough but interesting job, and it hasn't fazed Steve Conley's golf, which is still in the low 80's and good enough to make him just about head WRS man on the links. Fishing is his other spare-time pursuit, along with spectator baseball.

He does a bit of gardening at his new home in suburban Penn Valley, but only under the not-too-subtle urgings of Mrs. Conley, the former Cora Riggs, a Wilmerding girl and sister of ABC Announcer Glenn Riggs.

Pride-and-joy of the Conley household is six-year-old Nancy Jean, just starting to school and quite a cosmopolite as a result of following her hop-scotching daddy from coast to coast. Nancy Jean likes radio too and long before school age—when she was just two—made guest appearances on the Hoosier Hop at Fort Wayne, home grounds of the Hoosier Hot Shots.

Hershel Signs MBS

HERSHEL CALIFORNIA FRUIT PRODUCTS Co., Los Angeles (Contadina Tomato Paste), Jan. 6 for 26 weeks starts sponsorship of *Easy Does It* on MBS, Mon.-Wed.-Fri., 11:30-11:45 a.m. Agency is E. L. Brown Adv., Philadelphia.

KATZ AGENCY distributing to time-buyers 1947 edition of "Calendar of Expiration Dates" showing date ending 13-week, 26-week, 39-week or 52-week cycle.

RADIO
CONSULTANTS
INCORPORATED

A qualified group of associates offer a consultation and planning service, for both proposed and operating FM, AM, Fac-simile and Television broadcasting organizations.

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Supplementary services accorded to your attorneys and engineers.
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FOR FOURTH consecutive year Louis A. Wehle, member of the board of Monroe Broadcasting Co., operators of WRNY and WRNY-FM Rochester, N. Y., has been named New York state chairman for the March of Dimes, sponsored by National Foundation for Infantile Paralysis. Mr. Wehle is board chairman of Genesee Brewing Co.

Unity Corp. President Urges Back-Pay Caution

EDWARD LAMB, the lawyer who started a number of employe overtime suits, is urging the unions to proceed cautiously, according to the *New York Times*. Mr. Lamb is president of the Unity Corp., which operates WTOD and WTOD-FM Toledo. He is also co-publisher of the Erie (Pa.) *Dispatch-Herald-Sun*.

"Attorneys filing these suits for back pay," he said in the *Times* AP dispatch, "shouldn't try to name the sum they think is due the workers. Such a suit itself is only an accounting action, asking the court to say how much . . . [such sums] frighten industry and may stir Congress to adopt restrictive legislation in the coming session."

NBC Crew Going to Brazil In May to Cover Eclipse

NBC will participate in the National Geographic Society-U. S. Army Air Forces expedition to Brazil to observe the total eclipse of the sun on May 20, 1947, it was announced last week by the network. The expedition will be headed by Dr. Lyman J. Briggs, chairman of the National Geographic research committee.

NBC will send a commentator, a crew of radio engineers and television motion picture personnel with the expedition. There will be a series of broadcasts before, during and after the eclipse.

The last time that NBC sent a crew outside of the U. S. to describe a solar eclipse was in 1937 when George Hicks broadcast the total eclipse of June 8 from the Canton Islands in the Pacific.

ALLIED ARTS

ROBERT H. BISHOP, director of sales, and **CONDA P. BOGGS**, director of manufacturing of Sylvania Electric Products, have been elected vice presidents of that firm. Mr. Bishop has been with Sylvania since 1936. He was appointed director of sales for the entire company in April 1946. Mr. Boggs, one time with General Electric and RCA, joined Sylvania in 1932, becoming director of manufacture in 1942.

HAL W. BARBER, sales promotion manager for tube division of electronics department, General Electric Co., Schenectady, has been named sales representative for tube division with offices at 570 Lexington Ave., New York.

THOMAS B. MOSELEY, former secretary-treasurer and chief engineer for International Electronics Corp., Dallas, Tex., and chief radio engineer, Signal Office, Headquarters 8th Service Command during World War II, has been named broadcast sales engineer for southwest area of Collins Radio Co., Cedar Rapids, Iowa.

GRADY L. ROARK, sales manager of General Electric Musaphonic Radios, Bridgeport, Conn., has been appointed assistant superintendent of the receiver division.

LOUIS S. KIMBALL, former general manager of flourescent fixture division, Sylvania Electric Products, has been elected vice president in charge of operations of Colonial Radio Corp., Buffalo, a Sylvania subsidiary. Colonial makes sets for Sears Roebuck & Co.

WOODROW W. WIBEL, former vice president of Billie Gould Inc., New York, publicity and merchandising service, has formed his own publicity and merchandising counseling service, W. W. Wibel Assoc., with offices at 70 Park Ave., New York. **MARGE DAUGHTON**, former fashion advertising manager of the Des Moines Register and Tribune, has joined the new organization as vice president.

COMDR. VERNON J. CHEEK, to be released from the Navy, has been appointed sales engineer of Specialty Distributing Co., southeastern distributor for Gates Radio Co., broadcast equipment manufacturer. He formerly was with the engineering departments of WBT Charlotte, N. C., and WAGA Atlanta, Ga. Commander Cheek presently is stationed in Washington with Office of Chief of Naval Communications.

KERSTING, BROWN & Co., public relations firm, has been formed at 140 Cedar St., New York, through merger of Kersting & Co. and **HARRY WHITING BROWN**. Latter has been public relations and fund raising consultant and becomes president of new firm. **CARL A. KERSTING**, former president of his own firm, becomes chairman of the board of the new organization. Other officers are **ROBERT LODGE**, vice president and secretary, and **SIDNEY P. HOWELL**, vice president.

NORMAN LISS, former freelance writer, has joined Frank Law Publicity, New York, as director of the newly created radio and television department.

Hawk Puts WENY Elmira Off Air 3 Hours Dec. 25

WENY ELMIRA, N. Y., was forced off the air for three hours Christmas Day — by a sparrow hawk. The bird, deciding to rest on a "pothead" of a 6600-volt utility line, completed a circuit which caused one of the lines to burn off. This line fell across the 2300-volt line which furnishes power to the WENY transmitter and burned it off too.

Utility crews repairing the broken lines found that the hawk—its tail feathers and other feathers on one side of its body burned off—still held its Christmas dinner, a dead field mouse, in its mouth.

INSIDE the lions' cage was the scene for *Inside Evansville* program, when Margaret Rosencranz of WEOA Evansville, Ind., originated the show from that hot spot. She took her courage and her wire recorder into the cage filled with lions and tigers, which were part of the Shrine Circus, and described the feat while the beasts' howls filled in as very real sound effects.

WGAT Utica, N. Y., Plans To Take the Air Jan. 15

INAUGURAL BROADCAST of WGAT Utica, N. Y., is scheduled for Jan. 15, with a welcoming address by Governor Dewey highlighting the opening day activities. Operating on 1100 kc with 250 w, WGAT will be an ABC affiliate. Studios and transmitter are located in Marcy, N. Y., and offices in downtown Utica.

WGAT is owned by Central Broadcasting Co. of Utica, J. Eric Williams, president. Mr. Williams also is part owner of WNOC Norwich, Conn.

Radio Programs, News Draw Newspaper Readers

RADIO programs and news "won high attention" in Study No. 103 of the Advertising Research Foundation newspaper readership study, covering the Oct. 10 issue of the Cleveland Press. The continuing study is conducted by the foundation in cooperation with the American Newspaper Publishers Assn.

The study shows that "the women's score of 76% and the men's rating of 72% tied for third place for readership of any radio programs and news for the 103 studies completed to date."

Aid for Operators

EIGHTH EDITION of *Radio Operating Questions and Answers*, compiled by Arthur R. Nilson and J. L. Hornung, has just been published by The Maple Press Co., York, Pa. ($3.50). This is the 25th year of publication of the book, a standard technical review on radio communication. It is of special aid to those preparing to take one of the FCC radio operator license examinations.

Fulton Lewis, jr.

available* now in Chicago on WGN

Outstanding cooperative program — dominant station — important market!

Team up with Fulton Lewis, jr. — available on station WGN in the big Chicago market. On 231 stations from coast to coast, local and national advertisers find the Lewis audience responsive to their salesmanship.

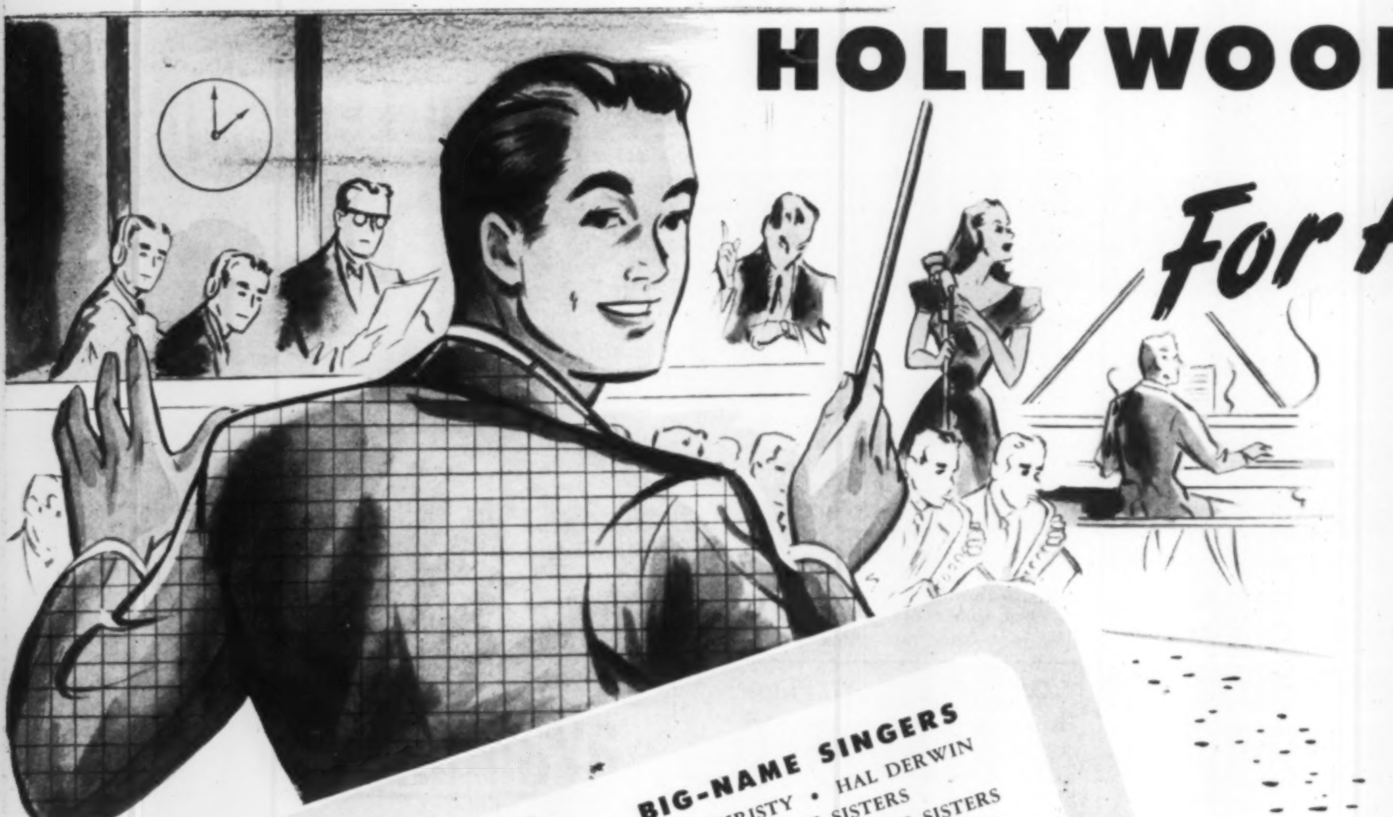
Wire, phone or write us immediately for complete information about Fulton Lewis, jr. and the significant WGN market.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.
CO-OP

HOLLYWOOD

For A



BIG-NAME BANDS

SKITCH HENDERSON • PEEWEE HUNT
DUKE ELLINGTON • JAN GARBER
STAN KENTON • GENE KRUPA
EDDIE LEMAR • ALVINO REY
ENRIC MADRIGUERA

BIG-NAME WESTERN

SHUG FISHER • WALLY FOWLER
JACK GUTHRIE • KARL & HARTY
OAK RIDGE QUARTETTE
TEX RITTER • MERLE TRAVIS
WESLEY TUTTLE
UNCLE HENRY'S ORIGINAL KENTUCKY MOUNTAINEERS

BIG-NAME SINGERS

JUNE CHRISTY • HAL DERWIN
DINNING SISTERS
CAROLYN GREY • KING SISTERS
PEGGY LEE • JOHNNY MERCER

BIG-NAME VARIETY

BUDDY COLE'S FOUR OF A KIND
FRANK DEVOL'S POP CONCERT ORCHESTRA
KING COLE TRIO
DANNY KUAANA'S HAWAIIANS
DEL PORTER AND HIS SWEET POTATO TOOTERS
JUAN ROLANDO • PAUL WESTON
DICK SHANNON'S ALEUTIAN FIVE

HEAR ALL THE FEATURES

that make the Capitol service *different.* Capitol will be glad to send you a recorded demonstration transcription.

★ ★ ★ *Every Capitol Star Is*

D PAUSES...

A *Pine Ridge Commercial*

The shortest distance between Pine Ridge and Hollywood . . . is the Capitol Transcription Library Service.

To any local radio station and sponsor—in Pine Ridge or anywhere—Capitol Transcriptions now present Hollywood's big stars, outstanding tunes and arrangements, and programming skill. All the sparkling elements of high-cost, live-talent productions . . . available for any station to *build its own* network-type musical shows—*shows that sell!*

Capitol offers a basic library of more than 2000 selections . . . plus more than 50 new numbers each month. Programming aids too: brilliantly arranged opening and closing themes for 22 shows and musical interludes to background commercials.

Capitol
A DIVISION OF
CAPITOL RECORDS
TRANSCRIPTIONS
PROGRAM SERVICE FROM HOLLYWOOD
SUNSET AND VINE

A COMPLETE FORMAT SERVICE

As an extra help to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated formats for 400 complete shows come to you every month. Just like adding Hollywood's foremost program specialists to your own station staff.

ES

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An Audience Builder ★ ★ ★

PROGRAMS

COLLEGE forum including participation by five institutions of higher learning in the Pittsburgh area starts Jan. 21 on WWSW Pittsburgh. Titled "The University Soapbox," forum will be heard Tues. 8-9 p.m., originating from University Club ballroom. Working on rotation basis, one student from each college is represented with two students arguing for and two against a question posed by the fifth student. School identifications are omitted.

KOMA Selected

KOMA Oklahoma City has been notified by the Southwest Monitor, Oklahoma City Negro newspaper, of its selection as the "choice" station of that city, announced by the paper's editor, Fordie Edward Ross. Mr. Ross offered full cooperation of his paper in keeping Negro people informed of special programs and features of interest.

Social, Family Problems

DISCUSSION series on current social and family problems begins Jan. 6, Mon. 5:30-5:45 p.m., on WTOP Washington, presented in cooperation with the Washington Federation of Churches. Fashioned and titled after CBS network show, "In My Opinion," the local program will be moderated by Dr. Arthur A. Fleming, president of the Washington Federation of Churches.

Student Dramatizations

STUDENTS of Washington Lee High School, Arlington, Va., have started series of dramatizations titled "Washington-Lee Presents" over WARL Arlington. Group made its debut on Christmas Eve presenting Clement Moore's "The Night Before Christmas," followed New Year's Eve by Maxwell Anderson's "Miracle on the Danube." Show is written, produced and directed by students, who hope to make WARL a radio workshop for experiments with new dramatic forms and techniques. Kilbourne Castell, WARL general manager, has put station facilities at their disposal and given them weekly time allocation.

Newsmen on Spot

SERIES featuring government leaders quizzing newspapermen will start Jan. 7 on WWDC Washington, 8 p.m. Titled "Panning the Press" show will be conducted by Esther Van Wagoner Tufty, and will present important elected government leaders putting authoritative newspapermen "on the spot."

Theatre Telecast

DIRECT telecast from the stage of a theatre was made Dec. 27 when WNBT New York televised Larry Adler, harmonica virtuoso, and Paul Draper, dancer, in a specially arranged show from the stage of the City Center in New York. Telecast 9-9:30 p.m., show replaced regularly scheduled Friday night fights from Madison Square Garden.

Continues Series

ABC will continue its current series on "Labor, USA" and the "Voice of Business," public service programs, during 1947. Heard Sat. 6:45-7 p.m., "Labor, USA" is presented under the auspices of the AFL and CIO and the "Voice of Business," broadcast 7-7:15 p.m., is heard under the auspices of the NAM and the U. S. Chamber of Commerce.

Santa in Helicopter

OCCASION for holiday season special events broadcast by KOY Phoenix, Ariz., was arrival by Bell helicopter of Santa Claus (KOY Station Manager Al Johnson) before assemblage of 4,000 children and parents at station's Christmas party held in local high school stadium. Event was recorded for broadcast play-back. Santa addressed gathering while descending via stadium PA system and KOY's relay transmitter.

New ABC Variety

NEW ABC variety program, "The Tommy Bartlett Show," featuring Tommy Bartlett, baritone Skip Farrell and and Rex Maupin's orchestra, has been started in Mon. through Fri. 3-3:30 p.m. (CST) period. Format includes audience participation stunts in which valuable prizes are offered to participants. Special emphasis is placed upon musical portion of broadcast.

Juvenile Theatre

SUNDAY noon-hour "Children's Theatre" has been started on CKEY Toronto with youngsters as actors on the program. Personal contact has been made with Toronto public schools in an effort to bring new youthful talent to listeners. Productions include "Alice in Wonderland" and "Through the Looking-Glass."

Music-Comedy on CBS

SUSTAINING music-comedy series titled "Once Upon a Time" began on CBS Jan. 5, Sun. 2:30-3 p.m. (EST). Series starts with a backlog of 25 programs which have been aired in Canada during the past two years over CBC.

All Night Show

WHOM New York, beginning Dec. 31, New Year's Eve, started "After Hours" all-night record program, midnight to 5:30 a.m., seven days weekly, giving the station 23 hours of operation daily.

KGRH Takes Air in Home Town of U. of Arkansas

KGRH, an MBS affiliate operating fulltime on 1450 kc at Fayetteville, Ark., home of the U. of Arkansas, held its inaugural broadcast Dec. 15. Station is owned by a partnership including Russell Bennitt, manager, George Bennitt and Hal Douglas.

Staff members, in addition to Manager Bennitt, include: George Dotson, chief engineer; Roscoe Parker and Harold Lindsay, assistants; Al Collier, sales manager; Lee Belding, program director; Peter Harkins, production manager.

Quartz Crystal Output Drop Reported by CPA

POSTWAR output of quartz crystals for radio use declined sharply from the record production of 30,000,000 devices in 1944, according to the Civilian Production Administration. Prewar production averaged 50,000 oscillators, according to CPA. Output last August was one-third the figure for the same month in 1944.

Though one of the commonest minerals, quartz of radio grade comes mainly from Brazil. Increased efficiency in manufacture and use of smaller devices have brought a higher yield per pound of quartz. During the war crystals were necessary components of radio, radar and sonar equipment, sound detection devices, long-distance telephone transmission lines and precision instruments. Quartz oscillators are described by CPA as among the most precise devices of modern science. Despite this, production was increased tremendously to meet wartime requirements.

WELI and WNHC New Haven will carry Yale home basketball games. Sponsor is J. Johnson & Sons, New Haven.

Experience is by industry achieved
And perfected by the swift course of time.
SHAKESPEARE

12 YEARS of EXPERIENCE plus SKILLED WORKMEN ensures YOU perfect

Electrical Transcriptions

Pressings of the new vinylite

Pressings of the new vinylite

Send us your original acetate recording for immediate processing . . . no delay . . . pressings shipped to destination immediately.

ALLIED RECORD MANUFACTURING CO., INC.
HOLLYWOOD 38, CALIFORNIA
1041 North Las Palmas Avenue
HOllywood 5107

In The Public Interest

Provides Place of Worship

WMT Cedar Rapids has made its Radio Theater available to the members of St. Mark's Lutheran Church in the Iowa city for Sunday morning services. The parishioners were without a place to worship following a recent Sunday morning explosion and fire which destroyed the church edifice shortly after 75 Sunday School pupils had been led to safety.

* * *

Imposter Apprehended

AFTER RECEIVING several complaints that a man claiming to be a representative of WCOP Boston had been soliciting money and magazine subscriptions, the station broadcast several announcements on the afternoon of Dec. 19 denying knowledge of the individual and urging anyone solicited to call the police immediately. That evening the imposter was apprehended by police of Brookline, Boston suburb, after a WCOP listener refused him admittance to her house, watched him enter a neighbor's and called the police.

* * *

Aid Crippled

NEWEST bowl fracas, Tangerine Bowl in Orlando, Fla., is being sponsored New Year's Day by Orlando Elks Club for benefit of Elks Home for crippled children. WSTP Salisbury, N. C., will broadcast play by play description of game, between Catawba College, Salisbury, and Maryville College, Maryville, Tenn. Expenses for broadcast have been assumed by Salisbury Chamber of Commerce and announcer will be Jim Turner, WSTP sports director.

* * *

Saved Mother

WHEN the life of a Seattle mother depended upon immediate transfusions of rare RH negative blood, Merrill Ashe, newscaster at KOMO Seattle, was notified. Mr. Ashe made two pleas to the public for donations of RH type blood and ten people responded to these announcements. Blood was received in time to save the mother's life.

* * *

WOR Finds Homes

WOR New York, following up its on-the-scene coverage of the fire-explosion in Washington Heights, New York, Dec. 12, has aided the families left homeless by fire by appealing for homes for the families, and broadcasting fire prevention talks. By Dec. 14 the station's campaign netted 75 responses, more than enough to care for the stricken families.

* * *

Notices to Pupils

"NO SCHOOL" signal service for 70,000 children in its main service area has been started by WCHS Portland, Me. Forms were distributed to students with hours at which announcements are to be broadcast in bad weather. The forms were sent to school superintendents of nine counties by Managing Director William H. Rines.

* * *

CFOS Aids Family

CFOS Owen Sound, Ont., went quickly to the rescue of a family of five whose home was burned down. CFOS broadcast an appeal for clothing for the three children of the family, 3 years, 2 years and 13 months old, and so much clothing came into the station within the hour that the problem of what to do with the surplus became serious. Surplus was turned over to charitable organizations.

Diathermy Channel

ASSIGNMENT of 2450 mc for industrial, medical and scientific purposes—diathermy and industrial heating—was announced by FCC last Monday. Effective immediately, but subject to any future regulations that may be adopted, the frequency may be used for such purposes without license, provided emissions are confined between 2400 and 2500 mc, and provided no interference is caused to authorized communications services by spurious or harmonic radiations. The assignment followed a hearing conducted Dec. 18-19.

RADIO SELLS BEER

Gulf Brewing Begins Seventh Year on Texas Regional

BROADCAST ADVERTISING has played an important part in making Grand Prize Beer a sales leader in Texas, according to Dwight D. Thomas, executive vice president of the Gulf Brewing Co., whose beer is advertised extensively on Texas stations. With renewal of the five-times weekly quarter-hour *Headliner Show* on a Texas regional network, Gulf Brewing Co. began its seventh year on a regional network embracing KPRC Houston, WOAI San Antonio, WRR Dallas, KFJZ Fort Worth, KRGV Weslaco, KRIS Corpus Christi.

In addition to the five-weekly quarter-hour, which features Lynn Cole, soloist, K. Bert Sloan's orchestra and Steve Wilhelm, commentator, Gulf sponsors these programs: Emmitte Ward, tenor, thrice-weekly (11:30-45 a.m. Mon., Wed., Fri.) on Lone Star chain—KGKO Fort Worth, KXYZ Houston, KTSA San Antonio, KRIS Corpus Christi; local programs on KRLD Dallas, KXYZ; one and two-hour recorded Saturday night music on KVAL Brownsville, KRIS. Gulf Brewing Co. is owned by Howard Hughes. Agency is Wilhelm-Laughlin-Wilson & Assoc., Houston.

don't
keep it
under
your
hat

You can't keep talent a secret and hope to sell the show. Too often, inadequate reproducing equipment soft-pedals a glittering performance.

That's why there is no price *too high* for the highest quality reproducing and monitoring equipment. Ask your engineers about the Altec Lansing Line of speakers and amplifiers – all of FM quality – designed to reproduce every dollar's worth of talent in your show.

GO ALTEC LANSING ALL THE WAY

SPEAKERS AND AMPLIFIERS FOR MONITORING EQUIPMENT

Originally, Altec Lansing equipment was designed to meet motion picture industry standards. Today, Altec Lansing speakers and amplifiers are widely used in prominent sound laboratories, broadcasting and recording studios—wherever ultra-high fidelity recording and reproduction are essential. Write for details or see your dealer.

ALTEC
LANSING CORPORATION
1161 N. Vine St., Hollywood 38, Calif.
250 W. 57th St., N.Y. 19, N.Y.

"KEEP ADVANCING WITH ALTEC LANSING"

COUNTY OUTLINE RETA

Who selects the Markets?

Would it help you to know exactly which executive in each company has the most to say about picking *markets* for the sales and advertising program?

Here's one way of telling: Find the men who constantly *use* information on markets—information on things like the sales, income and population of cities and counties.

For example, SALES MANAGEMENT subscribers have bought 2,447 copies of our *County Outline Retail Sales Map* in the past six months. A map that gives the level of retail sales for every county in the nation and is useful only in studying and selecting markets. If you would like to see a list of names showing typical SM subscribers who bought this map, write and ask for: *"Men Who Bought the Sales Map."*

These same sales executive subscribers of ours have, for the tenth consecutive year, *completely exhausted* our supply of the annual SALES MANAGEMENT *Survey of Buying Power,* published last May. 13,500 copies were printed. 10,737 took care of one original copy to each SM subscriber and 2,763 extra copies have been sold in the past five months...showing again that SM readers are the men who decide on markets.

Remember: For THE FIRST WORD ON MARKETS and THE LAST WORD ON MEDIA, talk to the sales executive audience through a consistent advertising campaign in SALES MANAGEMENT.

ABP

ABC

Sales MANAGEMENT

386 Fourth Ave., New York 16, N. Y.
333 N. Mich. Ave., Chicago 1, Ill.   15 E. de la Guerra, Santa Barbara, Cal.

DIRECTOR OF SALES
THE FIRST WORD ON MARKETS
THE LAST WORD ON MEDIA

MANAGEMENT

ADRIAN SAMISH, ABC vice president in charge of programs, has added video broadcasts as well as regular programs to his portfolio. **PAUL MOWREY,** manager of the network's television division, now reports to Mr. Samish instead of directly to ABC president Mark Woods as formerly. Move indicates feeling of the ABC top management that television is moving from the purely experimental stage toward a regular operation and as such should be fitted into the network's normal organization pattern. Mr. Samish leaves New York today (Jan. 6) for a two-week business trip to the Pacific Coast.

CLIFFORD M. CHAFEY, former president and part owner of WEEU and WRAW Reading, Pa., has returned to WEEU as general manager. The station now is under ownership of the Hawley Broadcasting Co., principals of which are identified with the Reading Eagle and Times.

MEL DRAKE, manager of WDGY Minneapolis, has been named grand champion swimmer of Minneapolis Athletic Club in contest which was conducted over period of four months.

R. C. COSGROVE, president of the Radio Manufacturers Assn. and vice president of the Crosley Corp., Jan. 24 will address the radio luncheon of the American Marketing Assn. at the Sheraton Hotel, New York. Mr. Cosgrove will discuss "Trends in AM, FM and Television."

EDWARD J. NOBLE, ABC board chairman, and James A. Farley, former Postmaster General, were heard in brief addresses on the Jan. 5 broadcast of the "Paul Whiteman Show" which saluted the Salvation Army campaign. Broadcast on ABC Sun. 8-9 p.m. program was also carried Jan. 5 on WNEW New York from 8-9 p.m. and WEVD New York, 8:45-9 p.m. and was rebroadcast on WBNX WOV WLIB WNYC WHOM New York.

WILLIAM RANDOLPH, news editor of WKMO Kokomo, Ind., has been appointed assistant manager of the station in addition to his present duties.

NEW YORK COLUMNIST BLASTS DAYTIME SERIALS

A YEAREND attack on radio's daytime serials was levelled by Dorothy Dunbar Bromley of the *New York Herald Tribune* in her Dec. 29 column.

Miss Bromley stated that all winter she and her readers had taken "pot shots at the soap operas" but "the radio executives were looking at their balance sheets instead of this humble page" (referring to her column). Describing daytime serials and give-away programs as "an insult to the listener's intelligence," she went on to suggest that "something might happen if not only the Federal Communications Commission spoke sharply to the radio chains, but if all the large women's organizations put radio on their agenda in a big way." She suggested that the women's organizations offer a prize to the "producer who came up with an outstanding number. Once selected the show that had carried off the honors could be boosted by these organizations until it broke the Crossley or Hooper bank."

WITH shortage of audience studios to accomodate clients, CBS Hollywood has contracted on yearly basis for facilities of Sunset Radio Center, that city, to originate "Hollywood Play Time" sponsored by Cresta Blanca Co.

Trammell Sees '47 As 'Decision' Year

Shortsightedness Can Retard Television, NBC Head Says

1947 WILL be a "year of decision for several of the groups upon which television depends for its progress," Niles Trammell, NBC president, declared in his yearend statement. Mr. Trammell named no names but he was obviously pointing directly at CBS, which is advocating immediate commercialization of color television by the mechanical process developed in the CBS video laboratories, in opposition to the RCA-NBC view that black-and-white television should be pushed now, while all-electronic video color is readied for service some four years hence. Mr. Trammell said:

"By shortsightedness or selfishness they can retard this lusty new art and a new industry which offers the promise of new jobs and the expenditure of millions in its development. The spectacular development of all-electronic color television by RCA in 1946 has rendered academic technical objections voiced by some small segments in the industry. In 1947 there is literally nothing except a lack of cooperation by the human elements involved to retard television's progress."

Foresees Video Network

Pointing out that television's development in the final months of 1946 was so "rapid and spectacular . . . that it is difficult to predict accurately the progress it can make in 1947," Mr. Trammell said that the new year will see "the first really large production of television receiving sets and transmitting stations" and the beginning of the video network.

Sound broadcasting, he declared, will "play a major role in the creation of new markets" for the new products born of wartime research which will be introduced to the consumer in 1947, "and thus raise our national level of prosperity.

"Radio's great progress in the past quarter century has been made possible by the support of its listeners and advertisers," Mr. Trammell concluded. "As we enter 1947, our listeners understand better than ever why our American system of broadcasting is the world's best. They will resist with greater vigor than ever those who would seek to change it. Our advertisers who have with each passing year accorded us still greater support are more anxious than ever to enlarge the use of our medium for the distribution of their new products. There can be no new products without a prolonged period of industrial harmony. This is 1947's greatest need and our greatest hope."

AT ANNUAL meeting Jan. 7, Waldorf-Astoria, New York, Television Broadcasters Assn. will present Dr. Lee De Forest, audio tube inventor, with scroll honoring invention's 40th anniversary.

AM Engineering Standards Ready

Those Interested Given Until Jan. 23 to Ask For Changes

FCC was awaiting the reaction of industry engineers to its proposed amendment of AM engineering standards last week. Their attitude, Commission spokesmen said, will determine whether oral argument is called, and, to a substantial extent, will guide FCC in setting the effective date of the amendment if and in whatever form it is adopted.

Given until Jan. 23 to file comments objecting to the proposed changes, engineers have not yet indicated what position they will take. The projected amendment followed an extended FCC-industry conference and a general hearing last summer [BROADCASTING, July 29, Aug. 12].

Commission authorities said principal changes embodied in the proposal relate to the plan for computing RSS interference; provide a method of computing nighttime limitation on local channels; and revise the table of interference ratios, eliminating the existing mileage-separation tables and making specific provisions regarding frequency-separation for stations in the same or adjacent areas [BROADCASTING, Dec. 30]. Assignment of stations in the same city on as little as 30-kc separation, originally suggested, would not be possible, but 30-kc separation for stations in adjacent cities would be permitted under specific engineering conditions.

Text of the proposed amendment:

In the matter of amendments to Standards of Good Engineering Practice concerning standard broadcast stations.

NOTICE OF PROPOSED RULE MAKING

At a meeting of the Federal Communications Commission at its offices in Washington, D. C., on Dec. 20, 1946:

1. Notice is hereby given of proposed rule making in the above entitled matter.

2. The Standards of Good Engineering Practice concerning standard broadcast stations is proposed to be revised to the following extent:

(a) The method for computing RSS interference appearing in paragraph 2 on page 7 of the Standards of Good Engineering Practice concerning standard broadcast stations is to be amended to read as follows:

"With respect to the root-sum-square values of interfering field intensities referred to herein, calculation is accomplished by considering the signals in order of decreasing magnitude, adding the squares of the values and extracting the square root of the sum, excluding those signals which are less than 50% of the RSS value of the higher signals already included."

"The RSS value will not be considered to be increased when a new interfering signal is added which is less than 50% of the RSS value of interference from existing stations, and which at the same time is not greater than the smallest signal included in the RSS value of interference from existing stations. However, for the purpose of studying the gains and losses in service in cases where it is proposed to add a new interfering signal in excess of the value permitted above, the RSS limitation after the addition of the new signal shall be calculated without excluding any signal previously included. Similarly, for the purpose of studying the gains or losses where it is proposed to increase the value of one of the existing interfering signals in the RSS value the RSS limitation after the increase shall be calculated without excluding the interference from any source previously included."

Examples:

1. Existing interferences:

Station No. 1	1.0 mv/m
Station No. 2	0.59 mv/m
Station No. 3	0.58 mv/m
Station No. 4	0.57 mv/m

The RSS value from Nos. 1, 2 & 3 is 1.29 mv/m; therefore interference from No. 4 is excluded for it is less than 50% of 1.29 mv/m.

2. Station A receives interference from:

Station No. 1	1.0 mv/m
Station No. 2	0.59 mv/m
Station No. 3	0.58 mv/m

It is proposed to add a new limitation = 0.67 mv/m. This is more than 50% of 1.29 mv/m, the RSS value of Nos. 1, 2 & 3. The RSS of Station No. 1 and of the proposed station would be 1.20 mv/m which is more than twice as large as the limitation from Station No. 2 or No. 3. However, under the above provision the new signal and the three existing interferences are nevertheless calculated for purposes of comparative studies, resulting in an RSS value of 1.46 mv/m. However, if the proposed station is ultimately authorized, only No. 1 and the new signal are included in all subsequent calculations for the reason that Nos. 2 and 3 are less than 50% of 1.20 mv/m, the RSS value of the new signal and No. 1.

3. Station A receives interference from:

Station No. 1	1.0 mv/m
Station No. 2	0.59 mv/m
Station No. 3	0.58 mv/m

No. 1 proposes to increase the limitation it imposes on Station A to 1.20 mv/m. Although stations Nos. 2 and 3 are less than 50% of the 1.20 limitation, under the above provision they are nevertheless included for comparative studies. However, if the increase proposed by Station No. 1 is authorized, the RSS value then calculated is 1.20 mv/m because Stations Nos. 2 and 3 are excluded in view of the fact that the limitations they impose are less than 50% of 1.20 mv/m.

(b) That portion set forth in lines 7 to 13 inclusive on page 3 of Standards of Good Engineering Practice concerning standard broadcast stations covering the method for computing the nighttime limitation on local channels is amended to read as follows:

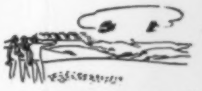
"Class IV stations operate on local channels normally rendering primary service only to a city or town and the suburban and rural areas contiguous thereto with powers not less than 0.1 kw or more than 0.25 kw. These stations are normally protected to 500 uv/m groundwave contour daytime. On local channels the separation required for the daytime protection shall also determine the nighttime separation. The actual nighttime limitation will be calculated. 3a

---

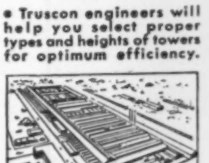
3a The following approximate method may be used. It is based on the assumption of constant skywave reflection coefficient with distance less than 250 miles, or 0.25 antenna height, and 88 mv/m at one mile effective field for 250 watts power. Zones defined by circles of various radii specified below are drawn about the desired station and the interfering 10% sykwave signal from each station in a given zone is considered to be the value tabulated below. The effective interfering 10% skywave signal is taken to be the RSS of all signals originating within these zones.

(Continued on page 57)

TRUSCON engineers are ready to help you plan your radio tower installation for maximum efficiency



• Truscon engineers will help you select proper types and heights of towers for optimum efficiency.



• Truscon engineers have behind them over forty years of experience in the development and fabrication of steel products.

• Truscon engineers have designed towers to meet each advance in radio broadcast technique.

CALL IN TRUSCON ENGINEERS during the early stages of your plans for antenna installations. Their experience assures satisfactory, trouble free operation today—tomorrow—and during the years to come.

1946 is the year of decision and transition. Truscon can help toward the correct antenna decision—toward orderly and efficient transition to the newest in radio.

Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY

YOUNGSTOWN 1, OHIO • Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

PRODUCTION

SID COLLINS, acting program director of WKMO Kokomo, Ind., and former announcer for Armed Forces Radio Service, has been named permanent program director.

JIM FLENNIKEN, production head of WKBN Youngstown, Ohio, and previously with WBLK Clarksburg, WBRW Welch and WAJR Morgantown, has been named program director of WCAW Charleston, W. Va. **GEORGE OLESON**, Chicago announcer, and **GEORGE BARRY**, Youngstown, have also joined WCAW staff.

HAROLD HUGHES, producer of "The Vagabond Dreamer" on KBON Omaha, Mon. through Fri. 11 a.m. and former assistant manager of KOIL Omaha, has been named production manager of KBON.

JOHN RUSSELL, formerly with CJOB Winnipeg; **DICK WINTERS** of WGOV Valdosta, Ga., and **LADE CONLEE**, with WREC Memphis, have joined announcing staff of WHBQ Memphis. All are veterans of World War II.

JACK GUINAN, chief announcer and sportscaster of WJTN Jamestown, N. Y., has joined WGR Buffalo.

SAM MOORE, writer on NBC "Great Gildersleeve" and national president of Radio Writers Guild, was to leave Hollywood Jan. 2 for New York to present RWG plans to various council and membership groups. He returns to Hollywood about Jan. 18.

FRANK HODEK, onetime NBC Hollywood musical director, now in Alaska, has been mustered out of service and returns to California Feb. 15.

SHIRLEY PAUL, former promotion writer of Worcester Telegram and Gazette, has joined script department of WAAB Worcester, Mass. **ETHELYN MALONEY**, formerly with Loew's Poli Theatre, Worcester, has joined WAAB music department.

Talent Search

EDDIE CANTOR, NBC comedian, is in search of fresh comedy writing talent and is to give promising students from the writing staff of college or university publications a tryout on his writing staff. Eligible students may write Mr. Cantor at 324 S. Beverly Drive, Beverly Hills, Calif., for sample program outlines. Traveling expenses will be paid by Mr. Cantor.

WALLY LANCTON, producer and director at WJR Detroit, resigned from staff Dec. 30.

EDMUND T. WILSON, former soloist with Worcester Symphony and supervisor of music for 16 years, has joined WNEB Worcester, Mass., as music supervisor.

ALLEN L. LEWIS, former announcer with WGR and WKBW Buffalo, has been named chief announcer of newly formed WGR Broadcasting Corp.

JOHNNY MURRARY, formerly with WGCM Gulfport, Miss., has joined WDSU New Orleans as conductor of "Dawn Patrol" program 2-6 a.m. daily. **EVELYN SOULE KENNEDY** has joined WDSU continuity staff as head of script department.

ERNEST DE LA OSSA, NBC director of personnel, has been appointed to the National Labor Panel of the American Arbitration Assn.

KATE SMITH, CBS singing star, was chosen as "Woman of the Year—in Radio," according to the 1946 poll of editors of the Associated Press newspapers. This is the second time Miss Smith has been given this title, having won the honor in 1944.

LES MITCHELL, producer of such network programs as "Hit Parade" and "Star Playhouse," has taken over the direction of "Skippy Hollywood Theater," transcribed program sponsored on a number of stations throughout the country by the Skippy Peanut Butter Co., Minneapolis. Agency for Skippy is Garfield & Guild, San Francisco.

VIRGINIO MARUCCI, orchestra leader at WLW Cincinnati, is in Jewish Hospital, that city, suffering from respiratory disorder.

JOSEPH DEANE, recently returned to WGNY Newburgh, N. Y., as announcer-newscaster after serving as staff announcer on the Army Air Forces network programs on Mutual, has joined the announcing staff of WIS Columbia, S. C.

BOB LEHMAN is producing CBS "Command Performance," Armed Forces Radio Service program.

GEORGE HOPE has resigned as script writer of CBS "Eddie Bracken Show."

AL GORDON, night production manager of KFWB Hollywood, and **JEAN KARASIN**, receptionist, have announced their engagement.

HOWARD BLAKE has resigned as writer-producer of CBS Pacific network "Meet The Missus" to devote full time to "That's Life," which he will handle for same network.

LOIS CORBET has joined cast of ABC "Kenny Baker Show."

Georgia to Have Second Radio Institute May 4-6

COMMITTEE representing the Georgia Assn. of Broadcasters, meeting in Macon last week, set May 4, 5 and 6 as dates for the Second Georgia Radio Institute to be held at the U. of Georgia in Athens. Success of the first institute last November led to a decision to make the affair an annual event. Committee members then decided to hold the institute in the spring.

The group planning the second institute is headed by Dwight Bruce, WTOC Savannah, and includes Wilton Cobb, WMAZ Macon, who was chairman of the committee in charge of the first institute, Charles Pittman, WBML Macon, Marcus Bartlett, WSB Atlanta, Russ Holt, WGGA Gainesville, Abner Israel, WALB Albany, and John E. Drewry, dean of Henry W. Grady School of Journalism, U. of Georgia.

KPAC

MBS

BMB

your MUTUAL friend
TRY IT AND "SPOT" THE DIFFERENCE
WHBQ
Memphis E. A. Alburty, Gen. Mgr.
Represented by RAMBEAU

Standards

(Continued from page 55)

(Stations beyond 500 miles are neglected.)

Zone	Inner Radius	Outer Radius Miles	10% Skywave Signal
A	—	50	.13 mv/m
B	50	60	.15 mv/m
C	60	70	.17 mv/m
D	70	90	.19 mv/m
E	90	250	.21 mv/m
F	250	300	.19 mv/m
G	300	350	.17 mv/m
H	350	400	.15 mv/m
I	400	450	.13 mv/m
J	450	500	.12 mv/m

Where the power of the interfering station is not 250 watts the 10% skywave signal should be adjusted by the square root of the ratio of the power to 250 watts."

(c) Page 1, Footnote 3 of present standards (to be substituted for present footnote 3):

"The secondary service area of a Class I station is not protected from adjacent channel interference. However, if it is desired to make a determination of the area in which adjacent channel ground-wave interference (10 kc removed) to skywave service exists, it may be considered as the area where the ratio of the desired 50% skywave of the Class I station to the undesired groundwave of a station 10 kc removed is 1 to 4."

(d) Page 11, of present standards (to be substituted for page 10, beginning "The night separation tables," thru Table VIII-H on page 16).

"The following table is to be used for determining the minimum ratio of field intensity of a desired to an undesired signal for interference-free service. In the case of a desired groundwave signal interfered with by two or more skywave signals on the same frequency, the RSS value of the latter is used.

TABLE V—Interference Ratios

Frequency Separation of Desired to Undesired Signals	Desired Groundwave to Undesired Groundwave	Desired Groundwave to Undesired 10% Skywave	Desired 50% Skywave to Undesired 10% Skywave
0 kc	20:1	20:1	20:1
10 kc	1:1	1:5	*
20 kc	1:30		

*See footnote 3, page 1.

Stations with the same general groundwave service area may be licensed for operation on channels as close as 40 kc separation. Although no interference ratio is specified in Table V for 30 kc separation since most receivers are sufficiently selective to tolerate a high level of interfering signal at this separation, other effects, such as cross-modulation of signals may result depending upon the relative location of two stations with such frequency separation. Accordingly, no station will be licensed for operation with a 30 kc separation from another station, if the area enclosed by the 25 mv/m groundwave contours of the two stations overlap. Moreover, at 20 kc and 10 kc separation the minimum ratio for interference free service permits the interfering signal to be stronger than the desired signal which results in a decrease in the area of interference for closer spacing of the transmitters. This frequency separation is nevertheless considered inappropriate for stations with the same general urban coverage and therefore no station will be licensed for operation with less than 30 kc frequency separation if the area enclosed by the 25 mv/m groundwave contour of either one overlaps the area enclosed by the 2 mv/m groundwave contour of the other.

"Two stations, one with a frequency twice that of the other, should not be assigned in the same groundwave service area unless special precautions are taken to avoid interference from the second harmonic of the lower frequency. In selecting a frequency, consideration should be given to the fact that occasionally the frequency assignment of two stations in the same area may bear such a relation to the intermediate frequency of some broadcast receivers as to cause so-called 'image' interference. However, since this can usually be rectified by readjustment of the intermediate frequency of such receivers, the Commission in general will not take this kind of interference into consideration in allocation problems.

"Two stations operating with synchronized carriers** and carrying the identical program will have their groundwave service subject to some distortion in areas where the signals from the two stations are of comparable intensity. For the purpose of estimating coverage of such stations areas in which the signal ratio is between 1 to 2 and 2 to 1 will not be considered as having satisfactory service."

**Note: Two stations are considered to be operated synchronously when the carriers are maintained within one-fifth of a cycle per second of each other and they transmit identical programs.

3. The proposed amendments had been widely discussed with interested persons, specifically with Engineering Committees appointed to advise the Commission in the matter of Clear Channel Broadcasting in the Standard Broadcast Band (Docket No. 6741), with Industry Committees meeting to advise the Commission concerning proposals to be made to the North American Regional Radio-Engineering Meeting concerning the extension of the North American Regional Broadcasting Agreement and testimony concerning those amendments was taken in the hearing being held in Docket No. 6741.

4. The proposed amendments are issued under the authority of Sections 303(b), 303(f) and 303(r) of the Communications Act of 1934, as amended.

5. Any interested person who is of the opinion that the proposed amendments should not be adopted in the form set forth may file with the Commission by January 23, 1947, a written statement or brief setting forth his comments. The Commission will consider these written statements before adopting the proposed amendments and if comments are submitted which appear to warrant the Commission to hold an oral argument notice of time and place of such oral argument will be given.

Christmas Trip

YOUNGEST passenger to fly on a Presidential press trip is three-month-old Alice Jo-Dee Adams, daughter of CBS White House Correspondent John Adams. Mr. Adams flew with the Trumans to Missouri for Christmas, and as it was to be his first Christmas with his new daughter, he asked permission to have his wife and daughter accompany him. Permission was granted, and Alice stole the show. When the President found she was aboard, he sent her the following message: "Hope all your succeeding Christmases will be as happy as your first one. My best to your mother and dad."

EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
VALLEY AREA

WCAX
BURLINGTON

VERMONT'S
ONLY CBS
STATION

1000 WATTS • FULL TIME

RIGHT TO THE MARKET *via*
CLEVELAND'S
Chief
STATION

WJW delivers mighty sales power—packs terrific programming punch—to hit a vast, responsive audience with potent sales force . . . an effective profit builder for WJW advertisers. Give your message the impact of CLEVELAND'S CHIEF STATION to register a telling sales punch in the great Cleveland market.

BASIC
ABC Network
CLEVELAND, O.
WJW
850 KC
5000 Watts
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

In Eastern North Carolina your product is sold when you use . . .

WRRF
Washington, North Carolina

930 KC • 5000 Watts

Now 5000 Watts

Local advertisers know when they get results from their advertising dollar. In the rich agricultural belt of Eastern North Carolina, WRRF is the favorite of local advertisers, because they know it sells their market . . . a market with an annual income from tobacco alone of over $175,000,000.00.

One merchant used WRRF exclusively to advertise his services. He is now happily building a new, enlarged plant to take care of his increased business. A food product concentrated its advertising budget for the area on WRRF and increased its sales volume 400 per cent throughout this territory of 600,000 potential buyers.

By concentrating your sales effort on WRRF, you too can cash in on this "as good as gold" market . . . if you want to sell Eastern North Carolina, write us for details.

ABC
NETWORK

TAR HEEL
BROADCASTING SYSTEM
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York . Chicago . Los Angeles

Preparing FOR THE *Future*

THE EVENING STAR BROADCASTING COMPANY

W M A L

First

IN WASHINGTON TO RECEIVE THE *NEW* HIGH-SENSITIVITY IMAGE ORTHICON TELEVISION CAMERAS

THE EVENING STAR STATION

WMAL ABC

724 14th ST. N.W.
Washington 5, D. C.

AGENCIES

NORMAN BLACKBURN, office manager and talent buyer of J. Walter Thompson Co., Hollywood, has been named a vice president.

EARL AVERY ADV. SERVICE, San Francisco, Jan. 1 changed name to Avery-Nolan Co. Offices remain at same address: 617 Montgomery St. Principals of new company are **C. EARL AVERY**, president of former company, and **NORBERT N. NOLAN**, who joined Earl Avery Adv. Service last year.

LUTHER WEAVER & Assoc., St. Paul, has been elected to membership in American Assn. of Advertising Agencies.

STANLEY NELSON, radio production director of Pitluk Adv., San Antonio, and writer-announcer-producer of "Memory Lane" for Taylor Bedding Manufacturing Co. on Texas Quality Network, has become a member of San Antonio Junior Chamber of Commerce.

SIDNEY K. LENBY Adv., Chicago, has moved to larger quarters in the same building at 168 N. Michigan Ave. **W. W. LIPSEY** has joined Lenby staff as account executive and **ARTHUR A. KOHN** as radio director.

JACK McNIE, recently out of the RCAF and formerly with Salada Tea Co., Toronto, has joined Russell T. Kelley Ltd., Hamilton.

JAMES NEWTON, formerly with Western Family Magazine, has joined W. Earl Bothwell Adv., Hollywood, as assistant to **NATE TUFTS**, West Coast manager.

RICHARD M. ALLERTON, radio research director of Free & Peters, New York, has been appointed market research director of Abbott Kimball Co., that city.

PETER HURST, formerly of Fielder, Sorenson & Davis, Jan. 1 became vice president and a director of Harrington & Buckley Adv., San Francisco. Mr. Hurst started his advertising career with J. Walter Thompson Co. and later became San Francisco manager of McManus, John & Adams, Detroit.

FORD & DAMM Adv., Sacramento, has opened San Francisco offices at 25 Taylor St. with **ADAM K. JOHNSON** in charge as manager. Mr. Johnson was formerly account executive of Smith, Bull & McCreery.

JAMES CLARK has been made production manager of Gerth-Pacific Adv., San Francisco.

HENRY MORTON and **JOHN GIESY** have joined House & Leland Adv., Portland, Ore., as account executive and production manager, respectively. Mr. Morton, who served four years with Navy in South Pacific, was formerly account executive of Russell T. Gray Inc., Chicago. Mr. Giesy, Army veteran, was formerly with Fred Meyer Inc., Seattle.

WILLIAM J. BONA has discontinued his Denver agency known as MacGruder & Co., to join Gray & Co., that city, as active member.

DAVE YOUNG, for four years producer of Ruthrauff & Ryan, Hollywood, has resigned.

JOHN COHAN, radio director of Hillman-Shane Adv., Los Angeles, has resigned to free lance.

HEINTZ, PICKERING & Co., Los Angeles, has changed name to Heintz & Co. Inc., with offices continuing at 323 W. Sixth St.

W. B. ROSS & Assoc., Los Angeles, has moved to 672 W. Washington Blvd.

ROMIG ADV., Reading, Pa., has been consolidated with Grant & Wadsworth, and will operate under latter's name. **IVAN B. ROMIG** is vice president of new agency. **GEORGE W. HARRINGTON**, art director, and **DEAN W. BOYD**, production manager of Romig agency, have similar positions with Grant & Wadsworth.

SYKES ADV. Inc., Pittsburgh, general advertising agency, has been formed and will retain same personnel, offices and accounts of former Skyes Adv.

GEORGE WOLF, director of publicity for Foote, Cone & Belding, New York, is the father of a boy, Richard Anthony, born Dec. 20.

JAMES NUTTER, formerly of Hannah Adv., San Francisco, has joined copy staff of Smith, Bull & McCreery, that city.

THOMAS M. BROWN, former advertising manager of Luber-Finer Inc., has been made account executive of Anderson Adv., Los Angeles. In addition to those duties he is supervising setting up of media and market research data.

DEGLIN-WOOD Inc., New York, is newly formed advertising and public relations firm located at 277 Park Ave Principals are **COL. THEODORE L. DEGLIN**, former public relations officer for the Army in western Pacific, and **HENRY F. WOOD**, former AAF major, President of the new firm, Colonel Deglin formerly had been publicity and advertising director of Madison Square Garden Corp., New York. Mr. Woods, vice president, previously was continuity director of KVEC San Luis Obispo, Calif.

JACK YARMOVE Jan. 13 resigns from Young & Rubicam to join the creative staff of Institute of Public Relations.

IRWIN H. ROSEMAN has joined the Chernow Co., New York, as account executive. He formerly had been with Stuart Bart Agency.

FREDERICK B. CLARK has been promoted to copy chief of Alley & Richards, New York. **MARION BIJUR** has been named special writer of copy and promotions directed to women.

R. L. PIERSON, former production manager of Paul E. Newman Co., Los Angeles, has shifted to Davis & Beaven Adv., that city, in same capacity.

GEORGE HARSHBERGER, former cooperative advertising manager of Rexall Drug. Co., Los Angeles, has joined Glasser-Gailey, that city, as account executive in charge of new business.

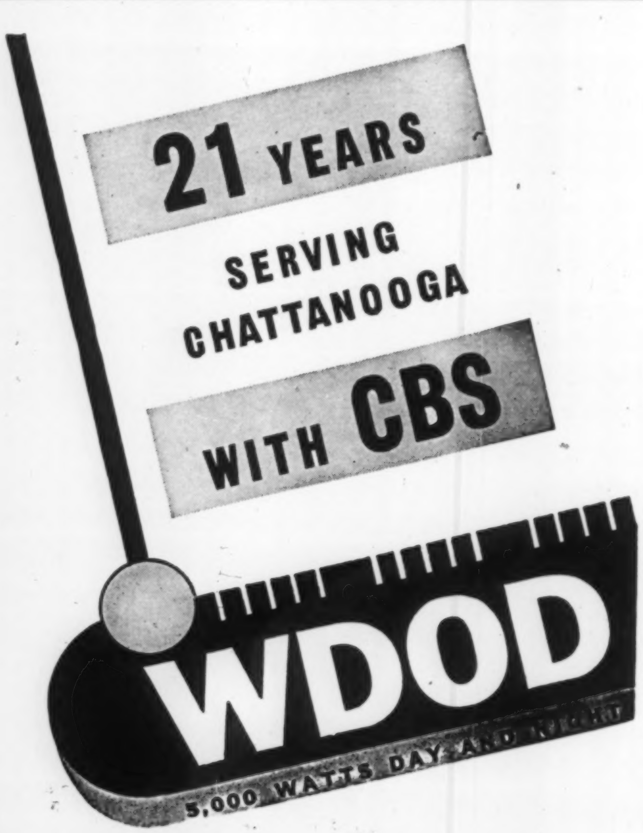
BILL SHOLL, formerly in advertising and promotion department of Universal Pictures, Hollywood, has joined Bozell & Jacobs, Los Angeles, as account executive.

JOHN J. CASEY, account executive of Charles N. Stahl Adv., Los Angeles, has shifted to San Francisco as manager of northern California office.

ALLEN, CLENAGHEN & SMITH, Portland, Ore., has moved to larger offices at 1135 S. W. Yamhill St. **MARVIN KNUDSON**, former production manager of Joseph R. Gerber Co., Portland, has joined the agency in similar capacity. **PAULIN WOOLSEY** has been added to copy staff.

New Year's Eve Show

WNBT New York televised special four-hour program on New Year's Eve from 8 p.m. to 12 midnight, and dedicated the show to wounded veterans of World War II. Convalescent veterans viewed the program, which included pickups from Times Square, a mystery film, a roundup of 1946's big news events, and other features, over 54 television receivers installed in six hospitals in the New York area.



NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

5000 WATTS
590 KC
NBC

WOW

OMAHA *Plus*

WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

WRAL-FM FINDS KILROY

W R A L
Kilroy was BORN Here!
MUTUAL BROADCASTING SYSTEM

STORY OF KILROY, the original as claimed by WRAL-FM Raleigh, N.C., and broadcast on Mutual's *Spotlight on America* program, 10-10:30 p.m., provides foundation for this array of American uniforms as worn by WRAL staffers. Claimed as first Kilroy is Averington M. Kilroy, who in 1771 appeared in Wake County Court to maintain his civic dignity by establishing proof that his mutilated ear was not a prior punishment for crime but the result of a fight with another citizen.

The story goes that his spirit has continued on down through the pages of American history and its several wars, always seeking to effect "reconciliation between himself and his ear, and also the warring factions."

Dressed in costumes loaned by the North Carolina Department of Archives and History are (l to r): Lloyd Bell, musician, Revolutionary War; Paul Montgomery, pianist, War of 1812; Sid Bard, public service department creative writer, Mexican War; Fred Fletcher, general manager, Civil War; Cullen Johnson, announcer, Spanish-American War; Jack Cook, salesman, World War I, and Howard Maschmeier, program director, World War II. Mr. Maschmeier holds photostatic copy of Wake County record which concerns Averington M. Kilroy.

NAPA Elects

FRED WARING has been elected president of the National Assn. of Performing Artists, succeeding the late James J. Walker. Eddie Duchin was selected as secretary and Bing Crosby as vice president. New board members are Duke Ellington, Andre Kostelanetz and Fred Allen. Maurice J. Speiser remains as general counsel.

KFBC
CHEYENNE, WYOMING
KFBA—FM
American Network
REPRESENTED BY RAMBEAU

---

10 MILLION BRITISHERS HAVE RECEIVING SETS

MORE THAN 10 million Britishers pay annual radio licenses, current statistics released by the British Post Office Department disclose. Actual number of radio sets in use, however, is known to be far in excess of 10 million, the Post Office points out, explaining that the difference is made up of 'pirates.' Pirates are described as persons who listen but do not pay until detected and are forced to forfeit their radios.

Of the total of 10,706,000 broadcasting receiving licenses in force in Great Britain and Northern Ireland, 3,350 are television licenses, but here also the figure does not represent the actual number of video sets in use. The Post Office drive to detect unlicensed sets continues.

Production goal among UK manufacturers is 1,750,000 new radio sets for the year ending in May 1947. Of these some 400,000 will be for export. The Post Office says that in September 77,000 receivers were put on the home market for sale, against 67,000 in August and 89,000 in July. Production has expanded from a level of 45,000 in January of this year.

the GROWING MARKET
of Richmond with it's
1. Uninterrupted industrial growth which before the War out-stripped every other major city in the nation
2. And it's remarkably steady population growth over the past one hundred years, unaffected by the War . . . plus
the GROWING PROFITS
of WRNL in Richmond
The station that has outpaced the growth of the market, grown in power . . . in number of listeners and in number of satisfied sponsors all add up to give
the GROWING STATION
of the Richmond Market to the WRNL advertiser!
WRNL
RICHMOND, VA.
5000 WATTS
NIGHT & DAY
910 KC
EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

NO. 6 OF A SERIES

"H'rrumph!"
Croesus J. Jones is a big manufacturer. He makes finnegan bars and nibblin pins and all kinds of stuff. He has a program on WTCN. That makes him a SPONSOR! So naturally we love him. But Croesus J. Jones occupies a particularly warm spot in our hearts ... because he once wrote us a letter saying he listened to WTCN. Plenty of big wheels listen to WTCN. Got something you want to sell to a big wheel?
The DOUBLE-DUTY STATION
WTCN MINNEAPOLIS
WTCN ST. PAUL
NOW—WTCN-FM
ABC... plus High-listener locals!
FREE and PETERS
National Representatives

KFMB
Sells
SAN DIEGO

San Diego is
the "buying" spot for
over 465,720 people—
reached from the "inside"
by KFMB. For complete
coverage specify KFMB
— San Diego's
best "buy"!

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO

Coverage Map Based on Mail Response Called Inaccurate

By **JOHN BARRON**

Consulting Radio Engineer

SEVERAL coverage maps for stations, carried in recent issues of BROADCASTING, make it obvious that the coverage claimed in accordance with the recommendations of Broadcast Measurement Bureau gives a very inaccurate picture. I am merely using these advertisements as examples and do not want my comments construed to indicate that any station was making an improper claim. I am using these advertisements as samples of the misleading information resulting from disregard of engineering conditions.

Some of the stations referred to operate with directional antennas. In one case, a directional pattern is used both daytime and nighttime, which has a maximum radiation of 17 kw in the southwest direction and a secondary lobe in the northeast direction radiating 1.7 kw. The minima occur in the northwest and southeast directions where approximately 40 w power is radiated. According to the claimed coverage, the coverage in the northeast direction is almost as large as in the southwest direction, and the coverage in the direction of the minima is equal to, or greater than, the coverage in the maximum direction.

It is also shown that the night time coverage is practically identical with the daytime coverage, which would seem to be in error as this station operates on a regional frequency and must be subject to a rather high level of co-channel interference at night as compared to interference free coverage during daytime.

This leads to the conclusion that either the method of coverage analysis, under BMB's method, is erroneous or that directional antennas do not work. The coverages shown do not have any relation to the directional antenna patterns which would certainly seem to prove my contention that coverage maps, which have no relation to field intensity contours but are based upon mail response only, do not give a worthwhile indication of the coverage of the station. I believe that any method of coverage analysis which entirely loses sight of the engineering facts is practically worthless.

FIRST

In the general advertising trade press, TIDE is the FIRST CHOICE of radio stations and networks as an advertising medium . . . and more of them use more pages of advertising in TIDE than in any other general advertising publication.

The reason is simple: TIDE is read by advertising executives who control or influence the spending of millions of dollars a year in radio time.

To make sure these important users of radio use *your* facilities, advertise in TIDE—the *leader* among general advertising publications in radio station and network advertising!

TIDE, *The Newsmagazine of Advertising, Marketing and Public Relations*

232 MADISON AVENUE, NEW YORK 16, N. Y.

Season's Spirit

FOR JUST A FEW minutes Bruce Robertson, New York, senior associate editor of BROADCASTING, had two television sets—one a prewar console in his home, the other a postwar RCA $350 table model. He won the small set at a Radio Executives Club Christmas luncheon in New York. Two days after Christmas he turned over a check for $350 to REC, proceeds on the sale of the set, with the stipulation that the money be used for an "appropriate charitable purpose." Mr. Robertson's suggestion was that the REC give serious consideration to the use of the money "as the beginning of an REC scholarship fund." The REC, meanwhile, donated $500 to the New York *Times* "Hundred Neediest Cases" Christmas fund, and $500 to the New York *Herald Tribune* "Fresh Air Fund."

Adler Resigns

SIDNEY ADLER has resigned as international representative of the Broadcast Division of American Communications Assn., CIO union, following his return to that position from Army service. Before joining ACA, Mr. Adler had handled production on Major Bowes programs and had served as night manager of WHN New York.

COMMERCIAL

TED NICHOLAS, program director at WIRE Indianapolis, has been named account executive of WFBM Indianapolis, succeeding **DON MENKE**, appointed general manager of WEOA Evansville, Ind., station recently purchased by WFBM.

ABC National Spot Sales Dept. has opened a Detroit office at 1700 Stroh Bldg., coincident with the acquisition of WXYZ Detroit. **GORDON LLOYD**, ABC Spot Sales account executive, has been appointed manager of the new office and **GEORGE DIETRICH**, former New York representative of WGN Chicago, succeeds Mr. Lloyd in New York.

ALMA F. GRAEF, former manager of the MBS contract and estimate department, has been appointed assistant manager of MBS sales operation. **RUTH E. WARD**, former assistant contract manager, has succeeded Miss Graef in the contract and estimate department.

DUDLEY A'c. STAGG has joined KFAC Los Angeles as sales contact and promotion director. He succeeds **KENNETH C. McCARTHY**, resigned.

TRENT CHRISTMAN of the sales and program traffic department of NBC Hollywood is the father of a girl born Dec. 23.

BOB TAYLOR, veteran of World War II, has joined sales staff of WHBQ Memphis, Tenn.

KEX Portland, Ore., has named Free & Peters as exclusive national representative.

CLARK-WANDLESS Co., New York, has been appointed exclusive U. S. representative of Radio Belgrano, LR3 Buenos Aires, Argentina; Belgrano Network, comprising 20 stations in Argentina and Paraguay, and La Voz de La Democracia, YSO San Salvador, El Salvador.

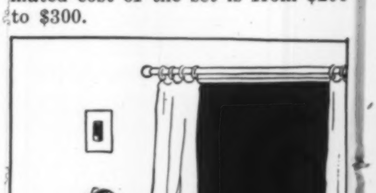
LARRY NUSS, formerly with KOL Seattle, has been named account executive of WDGY Minneapolis.

WALTER L. AMIDON, former announcer, producer and traffic manager of WGR and WKBW Buffalo, has been named head of the traffic department of newly formed WGR Broadcasting Corp.

PE MONTEGUT, formerly of CBS Chicago, has joined the traffic and program department of WDSU New Orleans.

Home Wire Recorder

STROMBERG - CARLSON Co. plans to place on the market within six months a magnetic wire recording machine for home use, according to a dispatch in the *Wall Street Journal*. The firm's senior engineer, Roy S. Anderson, said the recorder's range will be restricted only by limitations of the loudspeaker system used with it. Estimated cost of the set is from $200 to $300.



"Sis hasn't seen her boy friend for two years—why does she want him to listen to WFDF Flint in the dark?"

IDEA SPREADS

WBML's Chamber of Commerce Show Is Model

WBML MACON'S local public affairs program sponsored by the local Chamber of Commerce, has been selected by the National Chamber of Commerce for adaptation in cities of comparable size throughout the nation.

The announcement was made Dec. 18 by Larry P. Dickey, manager of Southeastern division of the U. S. Chamber of Commerce, at a meeting of the Chamber of Commerce public affairs committee.

Benning M. Grice is chairman of the public affairs committee which has sponsored the weekly series of public forums over WBML since September.

Dr. Edmund F. Cook, retired Macon minister, has acted as moderator of the programs which featured discussion of current topics of national and international affairs by local citizens. Plans for the 1947 series beginning Jan. 8 were also discussed at the meeting.

Revenue Boost Needed To Offset Cost of CBC

"OPERATING a nationwide radio system is probably more expensive per head in Canada than in any other country in the world," A. D. Dunton, chairman of the Board of Governors of the Canadian Broadcasting Corp., told the Ottawa branch of the Canadian Club. "In a regular day's operations the CBC uses over 20,000 miles of landlines connecting stations, and land lines cost plenty of money."

Mr. Dunton intimated more commercial broadcasting on CBC stations and networks to boost revenue, in addition to the annual listener license fees which make up the bulk of CBC revenue. Because of the Canadian geography, he pointed out, Canada needs far more transmitters and wire lines than other countries to reach the same number of listeners. Costs also went up because of maintaining service for five time zones and for two main language groups.

Pstt! Your best bet in Idaho

KSEI
POCATELLO • IDAHO

PROMOTION

STROMBERG-CARLSON CO., New York, will increase national advertising for radio division during 1947, Stanley H. Manson, manager of advertising and public relations, announced Dec. 30. Radio division schedule will more than double that of 1946, using magazines supplemented by newspaper advertising in all important markets. Agency is McCann-Erickson, New York.

WPEN Essay Contest

AN ESSAY competition for high school students in the Philadelphia area in connection with the city-wide observance of the 214th birthday of Benjamin Franklin on Jan. 17 has been announced by WPEN Philadelphia. Two $500 scholarships to the Charles Morris Price School of Advertising and Journalism will be awarded for the best 600-word essays on the theme: "What would Benjamin Franklin say to the United Nations about living together in permanent peace?" A special savings bond award will be made by the Poor Richard Club to the teachers of the winning students, with certificates of merit to the schools which the winners attend. The two scholarships, one for a boy and the other for a girl, will be awarded by a United Nations representative at the annual banquet of the Poor Richard Club on Jan. 17 at the Bellevue-Stratford Hotel.

Souvenir Issue

IN HONOR of its recent Open House Week, WCOP Boston has issued its regular monthly Sales Spotlight publication in the form of a souvenir booklet picturing the new studios and facilities of WCOP as well as the station's personnel. Sales Spotlight is normally delivered to dealers who sell products advertised on the ABC outlet. Souvenir issue is done in two colors in large page size. In addition to local personalities the program stars of the network also are featured. WCOP executives also are introduced.

Consumer Folder

PREPARED for dealer distribution to consumers, new folder issued by home instrument department of RCA Victor describes new model television and combination receivers of that firm. Four models, two table sets and two console sets, are described in detail in the folder along with the RCA Victor developments known as "Eye Witness Picture Synchronizer," all-electronic tuning system; "Golden Throat" tone system; all 13-channel automatic station selector and the RCA Victor television owner policy.

Dairy Heifer Contest

THIRD ANNUAL Dairy Heifer contest is being sponsored by WMT Cedar Rapids in cooperation with Iowa Dairy Assn. Boys and girls under 18, fill out questionnaires on general subject of good dairying, winning entries to receive purebred dairy heifers and 15 cash prizes offered by WMT. Winners will be announced March 15 and awards made at banquet in Waterloo, Iowa, March 22.

Album to Jewelers

LONGINES-WITTNAUER WATCH Co., New York, has sent jewelers a record album with selections of the "World's Most Honored Music" as played by the Longines Symphonette on the transcribed program of that name, sponsored by the company on more than 150 stations. Titled "An Evening in Carnegie Hall," album is the fifth in an annual Christmas series and commemorates the first public appearance of the orchestra, arranged for the annual convention of the American National Retail Jewelers Assn.

Radio Time Calendar

THE KATZ Agency, station representative, is distributing to timebuyers its 1947 edition of "Calendar of Expiration Dates," showing starting and ending dates of 13-week, 26-week, 39-week or 52-week cycles.

Cuban Report

REPORT on survey of Advertisers Assn. of Cuba is being distributed by RHC-Cadena Azul, Havana, emphasizing that RHC is "in first place. Figures don't lie." Report gives official figures of September, October and November surveys made by AAC, showing rating of RHC, in comparison to other Cuban stations.

Cheesecake Calendars

FEMININE stars of 12 Mutual programs in cheesecake poses adorn the monthly pages of a 1947 calendar sent to editors Dec. 31 by the "MBS press gang."

Book Matches

WIS Columbia, S. C., is distributing 25,000 book match folders through cigarette machines in Columbia area.

PROMOTION PERSONNEL

SAM ELFERT, former account executive at Shirley Kay Assoc., New York, has joined WLIB New York, as chief of promotion and publicity, succeeding **FRED METHOT**, who has resigned to devote full time to writing the MBS "Crimes of Carelessness" program and other freelance work.

MILDRED PARISETTE, formerly merchandising director of WFIL Philadelphia, has joined KEX Portland, Ore., as assistant sales promotion manager.

DOROTHY LEE MICKELSEN has joined WDGY Minneapolis as assistant promotion manager.

Correction

ANNOUNCEMENT by MBS [BROADCASTING, Nov. 25] that the agency for the Radio Bible Class, Grand Rapids, Mich., which renewed its program on that network, was Erwin, Wasey, New York, was incorrect. Agency is Stanley G. Boynton Co., Detroit.

The Winning Time
is the Time You Buy on

BINGHAMTON, N. Y.
•
N.B.C. in the Triple Cities
HEADLEY-REED
National Representatives

FULL STEAM AHEAD!

Grab your hat and hold on, because this rich Wichita market is really going places in 1947. Live stock receipts are going up and up, wheat prospects are wonderful, and retail sales show a great increase over last year.

1947 looks good to the Wichita market, and to the advertisers using KFH, that Selling Station For the Southwest.

THAT SOLID SECTION OF KANSAS' RICHEST MARKET

KFH
CBS
WICHITA
KANSAS
OKLAHOMA

WICHITA IS A HOOPERATED CITY
KFH
WICHITA
CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

AM or FM

...you can prevent overmodulation with the

Western Electric 1126C

THE 1126C is the latest version of Western Electric's popular level governing amplifier incorporating improvements to fulfill the needs of highest quality AM and FM broadcasting.

It has an extremely short attack time—and eliminates such results of overloading by peaks as (1) splash or short interval adjacent channel interference due to instantaneous overmodulation of an AM transmitter; (2) overswing in FM transmission which may cause the guard band to be overridden and also distortion to occur in the receiver; and (3) instantaneous overload and consequent distortion of other transmission systems.

For full information, call your local Graybar Broadcast Equipment Representative, or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric

Distributed by Graybar

OFFICES IN 95 PRINCIPAL CITIES

—QUALITY COUNTS—

ACTIONS OF THE FCC

DECEMBER 27 TO JANUARY 2

Dec. 27 Decisions . . .

BY COMMISSION EN BANC

Transfer of Control

KNET Palestine, Tex.—Granted voluntary transfer of control of Palestine Bcstg. Corp., licensee of KNET, from Billy Averitte Laurie, Ben A. Laurie and Leita Moye Laurie to Gordon B. McLendon, John Franklin Long and Joe J. Brown, for consideration of $37,500.

Assignment of License

WEMP Milwaukee—Granted assignment of license of WEMP and associated FM station from Glenn D. Roberts and 9 others, d/b as Milwaukee Bcstg. Co., to Milwaukee Bcstg. Co. (from partnership to corporation).

Assignment of License

WWWB Jasper, Ala.—Granted voluntary assignment of license of WWWB from Walter W. Bankhead to Bankhead Bcstg. Co. (from individual to corporation).

AM—1490 kc

Bermac Radio, LaCrosse, Wis.—Granted CP for new station on 1490 kc, 250 w, unlimited time; engineering conditions.

Reinstatement

KCID Caldwell, Idaho—Granted request to reinstate application for CP for new station (which lapsed Nov. 11, 1946) and extended time within which to file modification of such permit specifying transmitter site and antenna system 60 days from Nov. 11.

AM—550 kc

KFMB San Diego, Calif.—Adopted order granting petition to reinstate application for CP to change facilities from 1450 kc, 250 w, unlimited time, to 1440 kc, 1 kw, unlimited time, and accepted amendment which requests 550 kc in lieu of 1440 kc and make certain other changes in application.

AM—780 kc

Rutherford County Radio Co., Forest City, N. C.—Granted CP for new station on 780 kc, 1 kw, daytime only.

AM—910 kc

Valdosta Bcstg. Co., Valdosta, Ga.—Granted petition for leave to amend application for CP so as to specify 910 kc, 5 kw, unlimited time, instead of 950 kc, 1 kw, unlimited, and make changes in engineering information contained in application so as to reflect change in frequency and power.

AM—1490 kc

Santa Cruz Bcstg. Co., Santa Cruz., Calif.—Dismissed without prejudice application for CP for new station on 1490 kc, 250 w, unlimited time; contrary to Rule 1.387(b) (3).

AM—920 kc

Associated Broadcasters, Wadena, Minn.—Designated for hearing application for CP for new station on 920 kc, 1 kw, DA-N, unlimited time, in consolidated proceeding with applications of Rochester Bcstg. Co., Rochester, Minn. (Docket 7876) and Lee-Smith Bcstg. Co., Faribault, Minn.

AM—1400 kc

Coastal Bcstg. Co., Lakeland, Fla.—Designated for hearing application for CP for new station to operate on 1400 kc, 250 w, unlimited time.

AM—1340 kc

W. W. Roark, Breckenridge, Tex.—Dismissed without prejudice application for CP for new station to operate on 1340 kc, 250 w, unlimited time; contrary to Rule 1.387(b) (3).

License Renewal

KDAL Duluth, Minn.—Granted petition for reconsideration and grant, without hearing, application for renewal of license.

License Extension

WKBW Buffalo—On Commission's own motion ordered that temporary license for continued operation of WKBW be extended to March 30.

License Extension

WGR Buffalo—On Commission's own motion ordered that temporary license for continued operation of WGR be extended to March 30.

Station Extension

KOMA Oklahoma City—On Commission's own motion ordered that special temporary authority for continued operation of KOMA be extended to Jan. 30.

License Renewal

KIRO Seattle, Wash.—Granted renewal of license for period ending Nov. 1, 1949.

Request Denied

Public Service Radio Corp., Baltimore—Denied counsel's request for advice as to whether Commission intends to call William Randolph Hearst as a witness in the scheduled January 13 hearing at Baltimore on the application of Hearst Radio Inc. (WBAL) for renewal of license, stating: "The Commission is of the opinion that in a comparative hearing such as the instant one, each of the parties should undertake to present its full case without regard to any presentation which may be made by the Commission's staff. Accordingly, your request cannot be complied with."

Further Extension

Granted further extension of following station licenses upon temporary basis to March 1, pending determination upon applications for renewal of license: KFJZ Ft. Worth, Tex. (pending study of possible violation of Sec. 310(b) of the Act); KOB Albuquerque, N. M. (pending final action in Dockets 6584 and 6585); KTRB Modesto, Calif. (pending consideration of information requested under Sec. 308(b); WAIT Chicago (pending study of possible violation of Sec. 310(b); WBAP Ft. Worth, Tex. (renewal application in hearing); WEEU Reading, Pa. (awaiting information requested under Sec. 308(b); WEW St. Louis (pending engineering study); WFAA Dallas, Tex. (renewal application in hearing); WJAG Norfolk, Neb. (pending consideration of information requested under Sec. 308(b); WSOO Sault Ste. Marie, Mich. (pending consideration of information requested under Sec. 308(b); KFI Los Angeles (pending consideration of information furnished under Sec. 308(b).

Temporary Extension

W2XWE Albany, N. Y.—Granted extension upon temporary basis to March 1 for continued operation of facsimile station, pending determination upon application for renewal of license. (Pending action on mandate of U. S. Supreme Court re renewal application of WOKO.)

Temporary Extension

W5XIC Dallas, Tex.—Granted extension upon temporary basis to March 1 for continued operation of developmental broadcast station, pending determination upon application for renewal of license. (Pending action on renewal application of WFAA.)

Further Extension

Upon consideration of request by Television Broadcasters Assn. for waiver Sec. 3.661(a) of the rules, the Commission granted further extension to March 31.

AM—1540 kc

W. J. Marshall, Cleveland—Granted petition requesting reconsideration of Commission action of Nov. 7 designating application for hearing; removed application from hearing docket; and granted application for new station on 1540 kc, 1 kw, daytime only.

AM—1450 kc

Inter-American Radio Corp., Caguas, P. R.—Granted CP for new station on 1450 kc, 250 w, unlimited time.

Action Rescinded

Commission rescinded action of Dec. 19 in designating for hearing in consolidated proceeding applications of WCOE Inc. for new station at Nashville, Tenn. (1410 kc, 5 kw, unlimited time, DA) with application of Frank Mitchell Farris Jr., seeking same facilities except 1 kw. Farris had previously filed amended application to request 870 kc.

Conditional FM Grant

Authorized conditional FM grant, subject to further review and approval of engineering details, for Macon Telegraph Publishing Co., Macon, Ga., Class B station.

RULES SUSPENSION

Having under consideration Order 110-D adopted Sept. 30, 1946, providing for extension of licenses of international stations, Commission further ordered that portion of Sec. 3.718 of rules which establishes for international stations a normal license term of one year be suspended until further order.

BY COMMISSIONER DURR

Antietam Bcstg. Corp., Hagerstown, Md.—Granted petition for leave to take depositions in proceeding upon application for CP and application of Evening Journal Publishing Co., Martinsburg, W. Va.

WHA Madison, Wis.—Granted petition for leave to take depositions in proceeding upon application of Radio Peoria.

C. Thomas Patten, Oakland, Calif.—Granted petition for leave to amend application for CP so as to show directional operation instead of non-directional operation, change Paragraph 12 of application to show increased costs of construction, and change Paragraphs 16, 21 and 23-28 inclusive to show revised engineering information incidental to directional operation; accepted amendment filed simultaneously with petition covering above matters. Granted petition for leave to take depositions in hearing upon his application and applications in Dockets 7170, 7389, 7955, 7956.

Western Waves, Seattle, Wash.—Granted petition for leave to amend application for CP so as to show change in transmitter site, add to application an option covering purchaser of transmitter site, change Paragraphs 23-28 inclusive of application to show revised engineering information relative to new site; accepted amendment filed simultaneously with petition covering matters.

KOIL Omaha—Granted petition for leave to intervene in hearing on application of Texoma Bcstg. Co., Wichita Falls, Tex.

William M. Drace, Greer, S. C.—Granted petition for leave to amend application for CP to change Paragraph 5 of application to show that applicant will devote full time to station, change Paragraph 32 to show changes in proposed staff of station; accepted amendment filed simultaneously to cover matters.

Coast Ventura Co., and Ventura Broadcasters, Ventura, Calif.—Granted joint petition for leave to intervene in consolidated hearing on applications of San Fernando Valley Bcstg. Co., San

5000 WATTS

WMBG

WORLD'S MEMORABLE BATTLE GROUNDS

WIDER MARKET BETTER GUARANTEE

NBC IN RICHMOND, VA.

Fernando, and California Bcstg. Co., Santa Monica, Calif.

Fred B. Wilson and Channing Cope, d/b as Wilson & Cope, Atlanta, Ga.—Granted petition for leave to amend application for FM CP to change Paragraph 32 to show weekly program analysis; accepted amendment filed simultaneously.

KMED Medford, Ore.—Granted petition for leave to amend application for assignment of license to change Paragraphs 9, 14 and 17 to show names of B. E. Hardy and John P. Moffat as stockholders in corporation in lieu of names of Leonard Carpenter and F. Corning Kenly and to show current stockholdings of all stockholders of corporation; accepted amendment filed simultaneously.

Andrew College Bcstg. Co., Cuthbert. Ga.—Granted petition for leave to amend application to change Paragraphs 22, 27 and 28 to show revised engineering data and equipment, change Paragraph 12 to show bank references of Luther W. Martin and change Paragraph 9 to show Martin as engineering consultant for petitioner; accepted amendment filed simultaneously.

* * *

Rules Amendment

To reflect present assignment of duties in Safety and Special Services Division, it is ordered that Sec. 1.76 of Commission's Rules be amended and become effective immediately.

Site Removal

WBYN Brooklyn—Granted application for CP move WBYN from Brooklyn, N. Y., to Newark, N. J., to operate on 1430 kc with 5 kw unlimited using directional nighttime and also to change name of licensee from WBYN-Brooklyn Inc. to North Jersey Radio Inc. Subject to reaffirmation of approval of antenna site by CAA.

License Renewal

WOW Omaha—Granted application for license renewal for period ending May 1, 1949 (Comrs. Durr and Walker voting "no").

Dec. 30 Decisions . . .

BY COMMISSION EN BANC

Conditional FM Grant

Ashland Bcstg. Co., Ashland, Ky.—Authorized conditional grant for Class B station, subject to further review and approval of engineering details.

TV Unassigned

WTTG Washington, D. C.—Granted modification of CP which authorized new commercial television station, for extension of completion date for period of 6 months, subject to condition that applicant select satisfactory site and submit appropriate modification of permit within four months.

Dec. 30 Applications . . .

ACCEPTED FOR FILING

AM—1300 kc

The Bridgeport Bcstg. Co., Bridgeport, Conn.—CP for new standard station on 1300 kc, 1 kw and daytime only hours.

AM—1230 kc

Richard Aubrey Raese, Cumberland, Md.—CP for new standard station on 1230 kc, 250 w and unlimited hours.

AM—700 kc

Marvin Handleman and Howard P. Handleman, a partnership d/b as Worcester Bcstg. Co., Worcester, Mass.—CP for new standard station on 700 kc, 1 kw and daytime only hours.

AM—1420 kc

Schoharie County Community Service Bcstg. Corp., Cobleskill, N. Y.—CP for new standard station on 1420 kc, 1 kw and daytime only hours.

AM—1080 kc

The Argus-Press Co., Owosso, Mich.—CP for new standard station on 1080 kc, 250 w and daytime only hours.

AM—1400 kc

WHBC Canton, Ohio—Modification of CP as modified, which authorized increase in power, installation of new transmitter, changes in directional antenna for night use and change in transmitter location, to make changes in antenna and mount FM antenna on top of north tower.

AM—1230 kc

Public Service Broadcasters, Toledo, Ohio—CP for new standard station on 1230 kc, 250 w and unlimited hours.

AM—1480 kc

Mobile Daily Newspapers, Mobile, Ala.—CP for new standard station on 1480 kc, 5 kw, directional antenna night and unlimited hours.

AM—1230 kc

E. Z. Jones, Gainesville, Fla.—CP for new standard station on 1230 kc, 250 w and unlimited hours.

AM—1450 kc

Orbra T. Harrell and Orbra W. Harrell, a partnership d/b as Harrell Bcstg. Co., Gainesville, Fla.—CP for new standard station on 1450 kc, 250 w and unlimited hours.

AM—1230 kc

Quincy Bcstg. Corp., Quincy, Fla.—CP for new standard station on 1230 kc, 250 w and unlimited hours. (Request facilities of WDLP Panama City.)

AM—910 kc

E. M. Avriett, tr/as Okefenokee Bcstg. Co., Waycross, Ga.—CP for new standard station on 910 kc, 500 w night and 1 kw day and unlimited hours.

AM—1050 kc

Frequency Bcstg. System, Shreveport, La.—CP for new standard station on 1240 kc, 250 w and unlimited hours—AMENDED: to change frequency from 1240 to 1050 kc, hours of operation from unlimited to daytime only, change transmitter location and change re stockholders.

AM—1240 kc

Edisto Bcstg. Co., Barnwell, S. C.—CP for new standard station on 1240 kc, 250 w and unlimited hours.

AM—1500 kc

W. David Evans, Luther L. Copeland and Richard J. Higgins, a partnership d/b as Brazoria County Bcstg. Corp., Brazosport, Tex.—CP for new standard station on 1500 kc, 250 w and daytime only hours.

AM—1340 kc

W. W. Roark, Breckenridge, Tex.—CP for new standard station on 1340 kc, 250 w and unlimited hours.

AM—1230 kc

W. W. Roark, Coleman, Tex.—CP for new standard station on 1230 kc, 250 w and unlimited hours.

AM—1230 kc

W. W. Roark, Kerrville, Tex.—CP for new standard station on 1230 kc, 250 w and unlimited hours.

AM—940 kc

Willis Jarrell, William S. Reeves, Robert S. Boulter, William D. Lawrence Jr., Tomas G. Pollard Jr. and Francis Lee Lawrence, a co-partnership d/b as Tytex Bcstg. Co., Tyler, Tex.—CP for new standard station on 940 kc, 250 w and daytime only hours.

AM—970 kc

WMMJ Peoria, Ill.—CP change from 1020 to 970 kc, change operation from daytime to unlimited time, increase power from 1 kw day to 1 kw day and night, install directional antenna for day and night use and change transmitter location and to change studio location.

AM—1490 kc

Carl Phillips, Robert W. Phillips and John Phillips, a partnership d/b as Pass Bcstg. Co., Banning, Calif.—CP for new standard station on 1490 kc, 250 w and unlimited hours.

AM—1530 kc

KSMO San Mateo, Calif.—Modification of CP as modified, which authorized new standard station, to make changes in directional antenna night, change type of transmitter and change transmitter location.

AM—620 kc

Silver Bcstg. Co., Wallace, Idaho—CP change from 1450 to 620 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for night use and change transmitter and studio location.

AM—680 kc

Miller Publishing Co., Omah, Wash.—CP for new standard station on 680 kc, 1 kw and daytime only hours.

AM—1190 kc

WLIB Brooklyn, N. Y.—Modification of license to change main studio location from 846-848 Flatbush Ave., Brooklyn, N. Y., to 207-13 E. 30th St., Manhattan, N. Y.

AM—1410 kc

KQV Pittsburgh—Modification of CP as modified, which authorized increase in power, installation of new transmitter and directional antenna for day and night use and to change transmitter location, for extension of completion date.

AM—1240 kc

Williamson Bcstg. Corp., Pikesville, W. Va.—CP for new standard station on 1240 kc, 250 w and unlimited hours.

AM—1070 kc

Southland Bcstg. Corp., North Miami Beach, Fla.—CP for new standard station on 1070 kc, 250 w and daytime only hours.

AM—1600 kc

WMLS Reidsville, N. C.—Modification of CP which authorized new standard station, for approval of 1 kw power day and night, installation of directional antenna for night use and approval of transmitter location.

AM—810 kc

V. L. Rossi and John D. Rossi, d/b as Bee Bcstg. Co., Beeville, Tex.—CP for new standard station on 1490 kc, power of 250 w and unlimited hours of operation—AMENDED: to change frequency from 1490 to 810 kc and hours of operation from unlimited to daytime only.

AM—1490 kc

KRGH Borger, Tex.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

AM—1560 kc

R. W. Calvert, W. N. Furey and Ross Bohannon, a partnership d/b as Hill County Bcstg. Co., Hillsboro, Tex.—CP for new standard station on 1560 kc, 250 w and daytime only.

AM—1450 kc

KNET Palestine, Tex.—CP to increase power from 100 to 250 w and to install new transmitter.

AM—630 kc

Lester Lee May, San Antonio, Tex.—CP for new standard station on 630 kc, 5 kw, directional antenna day and night, and unlimited hours.

AM—1470 kc

KTRI Sioux City, Iowa—CP change from 1450 to 1470 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for day and night use and change transmitter location.

Transfer of Control

KSTP St. Paul, Minn.—Transfer of control of licensee corporation from Helen B. Shields, Frank J. Anderson and First Trust Co. of Saint Paul, trustees under will of Lytton J. Shields, deceased; Florence E. Brown and C. R. Bachmann, trustees under the will of Frank F. Brown, deceased, and Florence E. Brown, guardian of James L. Brown, a minor, TO I. A. O'Shaughnessy, Warren E. Burger, Adolf Bremer Jr., Thomas E. Irvine, Alfred D. Lindley, Charles J. Winton Jr., Ryland J. Rothschild, William F. Johns Jr., Truman P. Gardner, William F. Johns Sr., C. C. Cook, Ray C. Jenkins, Penrose H. Johns, S. McMillan Shepard Jr., Roland

(*Continued on page 64*)

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

CBS
SHREVEPORT

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.

The Shreveport Times Station

COUSIN KATEY
says:

Dear Cousin:

When Christmas comes, can New Year's be far behind? Course not, cousin, and believe me we sure had a fine Christmas and New Year's down here at KTSA. Our G. M., Mr. George Johnson, presided at our annual Christmas Party, which was out at the Olmos Dinner Club on Dec. 21st. Gee, 'twas some party . . . Champagne and filet mignons, and me bein' raised on chuckwagon beans and beer! But I stuck my finger out and acted just like I was Hildegarde. (She's that chanteeoose that sings on CBS on Sunday nights that all South Texas listens to over KTSA, cousin.) At the party we had nice Christmas telegrams from Mr. Ted Taylor, Mr. Alex Keese and Cousins Tom Peterson, Roy Cowan and Clyde Melville of the T-H-S offices. Wasn't that nice? And then we all gave and received some awful pretty Christmas presents and, of course, a nice present too from The Station. Yep, all in all, we were just like that old Texas Alamo hero, Davey Crockett—we were sure we were right and went right ahead havin' one fine Christmas. New Year's was fine too, they tell me. Guess I'll be honest and have to say that New Year's Eve was okay, but I wasn't up and Adam the next mornin'. Not early, anyhow. Guess I'd better run now. Rex Preis, our Commercial Manager, just lassoed a client and wants me to help put the KTSA brand on him. And that's a famous brand down here in San Antonio and South Texas, cousin. Tell all your folks about it up there. You and your friends come down here and see us, and we'll be a-lookin' for you. Happy New Year, cuz.

Love and kisses,

Your Favorite Cousin
Katey Essay

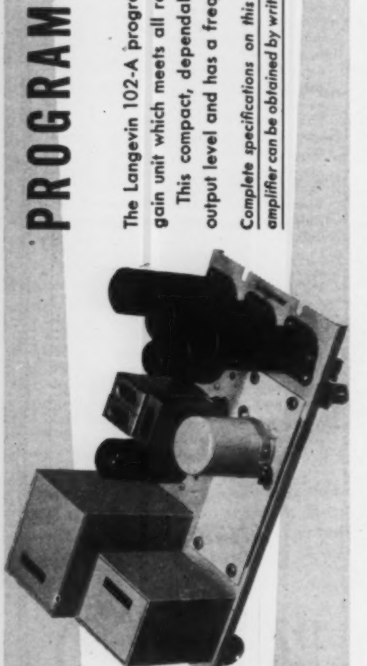
KTSA
SAN ANTONIO
550 ON THE DIAL-5000 WATTS ls.
AFFILIATED WITH
TAYLOR - HOWE - SNOWDEN *Radio Sales*
CBS LSC

PROGRAM AMPLIFIER by Langevin . . .

The Langevin 102-A program amplifier is a two stage fixed gain unit which meets all requirements for FM. This compact, dependable amplifier provides +28 dbm output level and has a frequency characteristic of ±1 db over the range 30-15,000 cycles. Operating from input impedance of 250 or 600 ohms, this unit has a normal gain of 55 db with provisions for decreasing to 45 or 35 db. The output impedance is 150 or 600 ohms.

Complete specifications on this quiet, low distortion amplifier can be obtained by writing to Department C-1.

The Langevin Company
INCORPORATED
NEW YORK: 37 W. 65 St., 23 • SAN FRANCISCO: 1050 Howard St., 3 • LOS ANGELES: 1000 N. Seward St., 38



Worthy of an Engineer's Careful Consideration

FCC Actions

(Continued from page 63)

Applications Cont.:

J. Faricy, George W. Benz, David J. Winton, Oliver T. Skellet, Theo Kamm Brewing Co. by D. H. Ankeny, vice president, N. S. Bangs, R. E. Albrecht, Sarah-Maud W. Rosenberry, Walter S. Rosenberry Jr., A. O. Lampland and George C. Crosby through sale of 1500 shares common stock (75%).

AM—550 kc

The Shawano County Publishing Co., Shawano, Wis.—CP for new standard station on 550 kc, 100 w night and 250 w day and unlimited hours.

AM—1340 kc

Voice of Wyoming, Laramie, Wyo.—CP for new standard station on 1340 kc, 250 w and unlimited hours.

Applications Tendered for Filing:

AM—830 kc

Beaver Valley Radio, Beaver Falls, Pa.—CP for new standard station on 830 kc, 250 w and daytime only hours.

AM—1340 kc

O. J. Falge, Ladysmith, Wis.—CP for new standard station on 1340 kc, 100 w and unlimited hours.

AM—780 kc

Columbia-Montour Bcstg. Corp., Bloomsburg, Pa.—CP for new standard station on 780 kc, 250 w and daytime hours.

AM—1400 kc

Community Bcstg. Co., Erie, Pa.—CP for new standard station on 1400 kc, 250 w and unlimited hours.

AM—790 kc

KFIO Spokane, Wash.—CP change from 1230 to 790 kc, power from 250 w to 5 kw, install directional antenna for day and night use, new transmitter and change transmitter location. Also consent to transfer of control from Arthur L. Smith to Spokane Bcstg. Corp.

Dec. 31 Decisions . . .

BY THE SECRETARY

WSTP-FM Salisbury, N. C.—Granted modification of CP which authorized new FM station, to change type of transmitter.

WEWS Cleveland, Ohio—Granted modification of CP which authorized new television station, to change transmitter site, change type of transmitter, make changes in antenna system, and extend commencement and completion dates to 60 days and 180 days from date of grant, respectively.

KGBC Galveston, Tex.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, approval of transmitter location and change name of applicant to James W. Bradner Jr., tr/as The Galveston Bcstg. Co.; conditions.

WNTC Chicago—Granted modification of CP which authorized new television station, for extension of commencement and completion dates to 3-1-47 and 9-1-47, respectively.

WFNC Fayettesville, N. C.—Granted CP to install new vertical antenna and mount FM antenna on top, and change transmitter location.

WSAN Allentown, Pa.—Granted modification of CP for extension of completion date to 7-10-47.

KOCS Ontario, Calif.—Granted modification of CP which authorized new station, for approval of antenna and transmitter location.

WJMC Rice Lake, Wis.—Granted CP to install new vertical antenna and mount FM antenna on top of AM tower.

WASK Lafayette, Ind.—Granted modification of CP, to make changes in vertical antenna and mount FM antenna on top of AM tower.

KOWL Santa Monica, Calif.—Granted modification of CP which authorized new station, for approval of antenna and transmitter location and change studio location.

KANE New Iberia, La.—Granted license to cover CP which authorized new station on 1240 kc, 250 w, unlimited time; conditions; and for change of studio location.

WIKC Bogalusa, La.—Granted modification of CP which authorized new station, for approval of antenna, change type of transmitter, and for approval of transmitter and studio locations, and change name of applicant to I. K. Corkern Jr., tr/as Bogalusa Bcstg. Co.

KPDN Pampa, Tex.—Granted license to cover CP which authorized increase power to 250 w and installation of new transmitter; conditions.

KRKN Fort Smith, Ark.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, and to change transmitter location.

KCNC Fort Worth, Tex.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, approval of transmitter location and to specify studio location.

WAIR Winston-Salem, N. C.—Granted license to cover CP which authorized installation of new vertical antenna and change in transmitter location.

KIEM Eureka, Calif.—Granted CP to install new transmitter.

WNYC New York—Granted CP to install auxiliary transmitter with power of 1 kw.

WGNH Gadsden, Ala.—Granted modification of CP which authorized new station, to change type of transmitter.

WBGE Atlanta, Ga.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, approval of transmitter location and to specify studio location.

KLUF Galveston, Tex.—Granted modification of license to move studio location.

WKDA Nashville, Tenn.—Granted modification of CP which authorized new station, to change type of transmitter and make changes in vertical antenna; conditions.

WTPS New Orleans—Granted modification of CP which authorized new station, for approval of antenna, mount FM antenna on top of AM tower, change type of transmitter, and for approval of transmitter location.

WBBQ Augusta, Ga.—Granted modification of CP which authorized a new station, to change type of transmitter, specify type of antenna, transmitter and studio locations.

WGNS Murfreesboro, Tenn.—Granted modification of CP which authorized new station, to make changes in antenna, change type of transmitter and change studio location.

WTNT Augusta, Ga.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, and for approval of transmitter and studio locations.

BY THE COMMISSION

KWBU Corpus Christi, Tex.—Granted extension of special service authorization to operate on 1030 kc, 50 kw, from local sunrise at Boston, Mass., to local sunset at Corpus Christi, using a non-directional antenna.

BY COMMISSION EN BANC

AM—1380 kc

Skyway Bcstg. Corp., Asheville, N. C.—Granted CP for new station on 1380 kc, 1 kw night, 5 kw day.

Transfer of Control

WDBC Escanaba, Mich.—Granted consent to voluntary transfer of control of Delta Bcstg. Co., licensee of WDBC, from Gordon H. Brozek, Frank J. Russell and Leo G. Brett to Frank J. Lindenthal, John P. Norton, and William J. Duchaine, for consideration of $39,999. for all outstanding stock of licensee, (Comr. Durr voting for hearing).

Assignment of License

WJOI Florence, Ala.—Granted consent to voluntary assignment of license of WJOI from Clyde W. Anderson and Joe T. Van Sandt, d/b as Florence Bcstg. Co., to Florence Bcstg. Co. Inc., for consideration of $18,492, representing 33 1/3% of stock to new party.

AM—1080 kc

Lake Superior Bcstg. Co., Duluth, Minn.—Granted CP for new station on 1080 kc, 10 kw day, 5 kw night, DA-2, unlimited time.

AM—1150 kc

Radio Americas Corp., Mayaguez, P. R.—Granted CP for new station on 1150 kc, 1 kw, unlimited time.

AM—1110 kc

Hammond Bcstg. Co., Hammond, La.—Granted CP for new station on 1110 kc, 250 w, daytime only; conditions.

AM—1330 kc

WBTM Danville, Va.—Granted CP to change facilities of WBTM from 1400 kc, 250 w, unlimited time, to 1330 kc, 1 kw night, 5 kw-LS, DA-N, unlimited time, change transmitter location and to install new transmitter, subject to such interference as may be received from Evansville, Ind. (Comr. Durr voting for hearing).

AM—1450 kc

Hugh Francis McKee, Portland, Ore.—Designated for hearing application for a new station to operate on 1450 kc, 250 w, sharing with KBPS, and ordered that station KBPS Portland be made a party to proceedings.

In Pending File

WJBK Detroit, Mich.—Placed in pending file at request of applicant, pending furnishing of certain information, application for transfer of control of standard station WJBK and FM station WJBK-FM, from Richard A. Connell Jr., et al, to The Fort Industry Co.

Set for Hearing

Crescent Broadcast Corp., Shenandoah, Pa.—Adopted an order designating for hearing in consolidated proceeding involving further hearing on application of Crescent Broadcast Corp. upon the issues heretofore defined in the orders of the Commission designating the following applications for hearing: Union Bcstg. Co., WARM Scranton, Pa.; John H. Stenger Jr., WBAX Wilkes-Barre; The Patriot Co., Harrisburg; WHP Harrisburg; Hudson Valley Bcstg. Co., Albany, N. Y., and Crescent Broadcast Corp. Commission further ordered that its order of Nov. 21, 1946, designating Crescent application for further hearing, be amended to include applications of WARM and WBAX and Hudson Valley Bcstg. Co., and further that petitions of WARM and WBAX requesting leave to intervene in hearing upon Crescent Broadcast Corp. application, be dismissed.

Petition Denied

KVAK Atchison, Kan.—Denied petition for reconsideration, severance and grant of applications for a CP to change the frequency of KVAK at Atchison, Kans., from 1450 to 1200 kc, increase power from 250 w to 1 kw, and change hours of operation from unlimited to daytime; and for a CP for new standard station at Topeka, Kan., on 1440 kc, 5 kw, unlimited time, DA-1.

Petition Denied

Sun Valley Bcstg. Co., Mesa, Ariz.—Denied petition for reconsideration directed against the action of Commission on Sept. 8, 1946, granting without hearing the application of Arizona Radio and Television (KARV), Meza, Ariz., for modification of CP, approving selection of definite antenna and transmitter site.

Dec. 31 Applications . . .

ACCEPTED FOR FILING

AM—1110 kc

WKID Providence, R. I.—Voluntary assignment of CP to Inter-City Bcstg. Co.

AM—1360 kc

The Times Herald Co., Port Huron, Mich.—CP for new standard station on 1030 kc, 1 kw and daytime only hours—AMENDED: to change frequency from 1030 to 1360 kc.

FM—99.7 mc

Radio Anthracite, Shamokin, Pa.—CP for new FM station to be operated on channel 259, 99.7 mc or to be assigned by FCC, ERP: 5.5 kw, height above terrain 800 feet.

AM—730 kc

WMBY Birmingham, Ala.—Modifica-

WSLI
JACKSON
MISSISSIPPI

The Station to Buy
for
5000 Watt

Day & Night Coverage
On 930 K.C.
for the expanding Mississippi market.

American Broadcasting Co.

WEED & COMPANY
NATIONAL REPRESENTATIVES

tion of CP which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM—1280 kc

WJOI Florence, Ala.—CP to change frequency from 1340 to 1280 kc, increase power from 250 w day and night to 1 kw night to 5 kw day, install new transmitter and directional antenna for night use, and change transmitter location.

AM—1010 kc

WJVB Jacksonville Beach, Fla.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—740 kc

WPAQ Mount Airy, N. C.—Modification of CP, which authorized new standard station for approval of antenna, to change type of transmitter for approval of transmitter and studio locations.

AM—740 kc

WPAQ Mount Airy, N. C.—CP to increase power from 250 w to 1 kw and to install a new transmitter.

AM—1240 kc

KASA Elk City, Okla.—CP to increase 100 w day and night to 250 w day and night, install new transmitter and change transmitter location.

AM—1520 kc

KOMA Oklahoma City—Modification of CP as modified, which authorized increase in power, installation of new transmitter and directional antenna for night use and change transmitter location for extension of completion date.

FM—94.1 mc

George M. Hughes, Florence, S. C.—CP for new FM (Class B) station to be operated on channel No. 231, 94.1 mc, ERP: 13.3 kw, height above average terrain: 484 feet.

AM—690 kc

KPET Lamesa, Tex.—Modification of CP which authorized new standard station for approval of antenna and transmitter location.

AM—1020 kc

WMMJ Peoria, Ill.—Modification of CP as modified, which authorized new standard station, to change type of transmitter and make changes in vertical antenna.

AM—820 kc

WIKY Evansville, Ind.—Modification of CP which authorized new standard station for approval of antenna, to change type of transmitter, to mount FM antenna on top of AM tower and for approval of transmitter and studio locations.

AM—970 kc

Rochester Bcstg. Co., Rochester, Minn.—CP for new standard station on 920 kc, power of 1 kw, directional antenna of 1 kw, directional antenna day and night and unlimited hours of operation. **AMENDED** to change frequency from 920 to 970 kc, changes in directional antenna system and change transmitter location.

AM—1150 kc

Gila Bcstg. Co., Coolidge, Ariz.—CP for new standard station on 1470 kc, power of 1 kw and unlimited hours of operation. **AMENDED** to change frequency from 1470 to 1150 kc, and install directional antenna for night use.

AM—1390 kc

KGER Long Beach, Calif.—Involun-

(*Continued on page 69*)

IN CANADA
WINNIPEG
is a "MUST" buy
Men Who Know
select
630 KC. CKRC 5KW.SOON
REPRESENTATIVE - WEED & CO.

News

PAUL COBURN, former sports director of KVNU Logan, Utah, has been named sports director for the Gem State Network, consisting of KEIO Pocatello, KIFI Idaho Falls, KLIX Twin Falls, KGEM Boise, and KBIO Burley, Idaho. He will air AAU basketball games this winter.

ROGER PATRICK, newscaster, has taken on additional duties as news supervisor of KLAC Hollywood.

JOHANNES STEEL, WHN New York commentator for two years, made his final broadcast Dec. 27 when his contract with the station expired. He is expected to devote most of his time to his monthly news letters, "Johannes Steel's Report on World Affairs."

BOB REUBEN, former Reuters war correspondent, has been appointed NBC representative with the Byrd Antarctic expedition replacing **MAX HILL**, NBC reporter who was forced by illness to leave the expedition at Panama. Mr. Reuben was to leave Norfolk Jan. 1 aboard Admiral Byrd's flagship, the carrier Philippine Seas, and will remain with the expedition until it returns to the U. S. in the spring.

ALBERT L. KRAUS, former news editor of WNBH New Bedford, Mass., and recently discharged from Navy, has joined news staff of WNEB Worcester.

VINCE LONERGAN has joined WDGY Minneapolis as newscaster.

WARREN KENNEDY, veteran radio man and character actor, has been named special events director of WDSU New Orleans.

Radio Censorship Again Is in Effect in Argentina

RADIO CENSORSHIP in Argentina, lifted in October 1945, has been reimposed. The censorship has been clamped on again through enforcement of a decree issued last May by the Argentine Government. This decree prohibits receipt from abroad or transmission from Argentina of any broadcasts without "previous intervention" by the Government.

Announcement that henceforth the decree—known as Decree 13474-46—would be in effect followed efforts of Laurance F. Stuntz, ABC correspondent in Buenos Aires, to arrange a short news broadcast for Sunday, Nov. 17. Mr. Stuntz advised his New York office that Pedro Gogliardo, secretary general of the Argentine Post Office's division of radio telegraphy, had notified companies handling radio broadcasts that Decree 13474-46 was to be enforced.

Meanwhile, aides of President Juan Peron were denying that there was any intent to gag radio. The Federal Post Office's director of broadcasting, Humberto Russi, confirmed, however, that all broadcasts must be read and stamped as approved by his department before they can be made.

Senor Russi said two copies in English and two Spanish translations of each broadcast are required. No Sunday or holiday broadcasts can be made under the new ruling unless scripts are submitted to the Argentine Government before 3 p.m. of the previous working day.

KUOI Moscow, Idaho, U. of Idaho station, joins Intercollegiate Broadcasting System, bringing IBS total to 50.

Ships Nearing Collision In Storm Saved by Radar

RCA radar saved two Great Lakes steamers from colliding during a snowstorm on Lake Superior recently when an officer aboard a third ship detected the danger on his ship's radar indicator and warned them by radio to change course, Charles J. Pannill, president of Radio Marine Corp. of America, reports.

First Mate Tom Hermansen of the Pittsburgh Steampship Co.'s ore carrier *A. H. Ferbert*, was watching the radar just before dawn on Nov. 28 when he observed that the luminous "pips" representing two other ships on the radar image were rapidly converging from opposite directions. Realizing that lookouts on neither vessel could see the other ship in the snowstorm, Mr. Hermansen immediately contacted the two ships by radio, warned them of their danger, and directed each on a change of course which averted the collision.

British 'Radio Brain'

MANUFACTURE of a "radio brain" capable of multiplying two 10-figure numbers in one-2,000th of a second has been announced by the British Department of Industrial and Scientific Research. The device, which will take two to three years to build, already has been christened ACE (automatic computing engine). It is to be the British counterpart of the American invention called ENIAC (electronic numerical integrator and computer), but will have a considerably higher memory "storage"—75,000 decimal digits compared with 200. Estimated cost is between 100,000 and 200,000 British pounds. Designers of ACE believe that only one of the machines will be made, inasmuch as further advances are likely to enable production of devices able to accomplish even more than ACE.

TV Receiving License

SPECIAL TELEVISION receiving licenses are forecast for Canadians by Gordon Olive, chief engineer of Canadian Broadcasting Corp. In a recent talk on television in Canada before the Rochester IRE section, he stated that costs of television in Canada could not be carried in their entirety by CBC, private stations and advertisers, and that most likely there would have to be a license fee "considerably in excess of that charged for sound broadcasting" ($2.50 annually). He stated that the communication companies in Canada, Canadian Pacific and Canadian National Railways, were now working on radio relay micro-wave system linking main cities in eastern Canada, and that these would be used for television relay work when television started in Canada. CBC has planned five television stations in Canada, Mr. Olive said, with first to be established in Montreal.

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AND A MILLION
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CHICAGO, DETROIT, ATLANTA

Music Fee Hearing

MUSIC COPYRIGHT FEES to be paid by Canadian broadcasters for 1947 will be set at a hearing of the Canadian Copyright Appeal Board, Ottawa, on Jan. 7, when Canadian Association of Broadcasters and Canadian Broadcasting Corp. will appear before the board to present briefs against tariffs set by Composers, Authors and Publishers Association of Canada (CAPAC) and BMI Canada Ltd. Tariffs filed by CAPAC and BMI Canada, call for payment of $221,033 plus 2% of gross revenue of stations to CAPAC and $63,156 or 40% of whatever fees the Canadian Copyright Appeal Board sets to BMI Canada [BROADCASTING, Nov. 18]. Fees were set during the war years at 8 cents per licensed receiver to CAPAC and 1 cent per licensed receiver to BMI Canada. Last year the Copyright Appeal Board intimated that the entire copyright fee system needs overhauling, and it is expected that whatever rate is decided on this year will provide formula for rate settlement for some years.

WCAU Philadelphia is making its auditorium available for community affairs run by various service and non-profit organizations.

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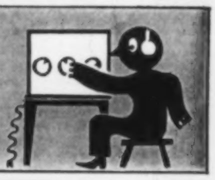

RUSSELL G. DAVIS, field representative for RCA in San Francisco area and wartime head of recording for OWI on the West Coast, has resigned to become chief engineer of new **GENE BURKE BROPHY** stations in Arizona. He will supervise construction and direct all technical operations of KRUX Phoenix-Glendale, KSOL Yuma, KFAK Flagstaff, and newly organized Radio Arizona, regional network.

ROBERT W. LARSON, former assistant manager of RCA Engineering Dept., Lancaster, Pa., and previously member of engineering staff of General Electric Research Lab., has been named administrative assistant to director of General Electric Research Lab., Schenectady, N. Y. He will aid in planning and operating new laboratories being built in Niskayuna, N. Y.

GARRARD MOUNTJOY, president of Electronic Corp. of America, has resigned to devote fulltime to practice as consulting radio engineer. **SAMUEL J. NOVICK** resumes presidency of ECA which he founded. **JOHN J. SITTIG**, president of First Colony Corp., New York, has been elected chairman of the board of ECA.

Mr. Mountjoy

RAYTHEON MFG. Co. is introducing two new antenna tuning units, RT-100 for AM stations from 250 to 1,000 w and RT-5 for AM stations from 5 to 10 kw. Units, according to Raytheon, "provide a convenient means for matching antennas of widely diverse characteristics to either concentric or open-wire transmission lines; in addition they possess appreciable harmonic reduction properties." Raytheon's power tube division, Waltham, Mass., has announced the first of a new line of vacuum condensers, the RC100-20. "In addition to their compactness, low loss, low temperature coefficient and immunity to humidity, dust and other contamination, Raytheon vacuum condensers have several design features which permit high R-F currents without overheating," company said, recommending them as particularly economical for use in high-powered radio frequency transmitters and industrial oscillators.

JACK LEITCH, head of the engineering department of WCAU Philadelphia, and **RHONA LLOYD**, women's news commentator and feature broadcaster at the same station, were married last week in Wilmington, Del.

DR. CHARLES M. SLACK, inventor of electronic tube making possible millionth-of-a-second X-ray exposures, has been named director of research in lamp division of Westinghouse Electric Corp., succeeding **DR. HARVEY C. RENTSCHLER**, who is resigning. **DR. JOHN W. MARDEN**, assistant director of research in charge of development of rare metals, has been appointed manager of newly established molybdenum department in lamp division.

ENGINEERING SERVICES Inc., through its vice president, **JOHN B. CONWAY**, has contracted to provide antennas for several new Class B FM stations, including WMLL Evansville, Ind., owned by Evansville on the Air, operator of standard station WGBF that city. Mr. Conway is engineering consultant for WGBF. Engineering Services plans to apply for new patent on new and improved FM antenna still in development stage.

LINDSEY RIDDLE, former chief engineer of WHB Kansas City for 14 years, has been named chief engineer of WDSU New Orleans. He succeeds **CHARLES L. WHITNEY**.

DAVEN Co., Newark, has announced a new frequency meter, Type 838, a direct reading instrument designed to measure frequencies in the audio and supersonic spectrum, with application in electrical, radio, accoustics measurement, recording, telephone and telegraph laboratories.

RADIO LENDS HAND
KOIN Finds Homestead Winner And Couple Hurt in Fire

TWICE during December KOIN Portland, Ore., assisted in locating persons whose names figured prominently in news of particular interest to Oregonians, Lester Halpin, the station's news editor, reports.

First instance occurred when word was received that Mr. and Mrs. Louis Gilbert, Portland newlyweds, were among those injured in Atlanta's Winecoff Hotel fire. After unsuccessful attempts to identify the couple or locate relatives, a listener to a KOIN newscast telephoned News Editor Halpin and furnished the local address of Gilbert's sister who identified the couple.

KOIN also gave assistance in locating Robert Smith of Banks, Ore., whose name was the first to be announced as a winner of one of the 86 homesteads given away by the government Dec. 18 at Tule Lake, Calif. Mr. Smith was not present to claim the homestead immediately and could not be found for several hours. His whereabouts were still unknown when KOIN got a teletype message from CBS in New York asking for information about him to be used on Robert Trout's 3:45 p. m. (P.S.T.) broadcast. KOIN then broadcast an appeal to residents of Banks for information about Mr. Smith, and at 2:55 p. m. Mr. Smith himself telephoned the station and gave an autobiographical sketch which was teletyped to New York in time for Mr. Trout's broadcast.

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. . . A SHORT DRIVE
TO BUY

for 711,711
PEOPLE

Greenville is the shopping stop for 711,711 people living within a short driving distance of 50 miles. It's the heart of Greenville County—top county in S. C.'s 1945 Retail Sales ($73,645,000*). It's a 100,000 plus market—first on your South Carolina "A" schedule.

WFBC
GREENVILLE, S. C.
NBC 5,000 Watts
LEWIS H. AVERY, Inc.

NBC STATION FOR THE
GREENVILLE-SPARTANBURG
ANDERSON MARKET

*Sales Management Estimates—1945

GREENVILLE
IS A 100,000+
MARKET
1ST IN SOUTH CAROLINA

SPONSORS

FRANK R. BRODSKY, with Pepsodent Co. since 1945, has been named director of advertising for Pepsodent Division, Lever Bros.

NOMA ELECTRIC Corp., New York, has named Albert Frank-Guenther Law, New York, to handle advertising of the Estate Heatrola Division, the K-D Lamp Division and the Refrigeration Corp. of America. Radio will be used.

BROOKLYN UNION GAS Co., Brooklyn, in the event of a prolonged period of frigid weather, plans to use spot announcements on six New York stations to inform consumers that service may be curtailed. Agency is N. W. Ayer & Sons, New York.

NOVELTY TOY Co., New York, has placed account with Leon S. Golnick & Assoc., Baltimore.

RICE GROWERS Assn. of California, Sacramento (cooperative), and Avoset Inc., San Francisco (stabilized dairy product), have appointed McCann-Erickson, San Francisco, to handle advertising.

ANGLE CALIFORNIA NATIONAL BANK, San Francisco, has appointed Foote, Cone & Belding, that city, to handle advertising.

VERNON MFG. Co., Los Angeles (sports accessories), has appointed Kemmerrer Inc., Hollywood, to handle national advertising, with media to be announced later.

CHARBONNEAU PACKING Corp., Yakima, Wash. (New West apple juice), has appointed Ruthrauff & Ryan, Seattle, to direct Pacific Coast advertising.

HAROLD DANSON has been named director of advertising, publicity and exploitation for PRC Pictures, Hollywood. He succeeds **ARNOLD STOLTZ**, promoted to special sales post.

BELFAST BEVERAGES, San Francisco, has appointed Weiner Adv., that city, to handle advertising.

GENERAL FOODS, Toronto (Maxwell House coffee), has started one minute transcribed announcements on a number of Canadian stations. Agency is Baker Adv., Toronto.

SEARS ROEBUCK & Co., Philadelphia, sponsor of evening quiz show and afternoon children's program on WPTZ that city, also sponsored telecast of the city's New Year's Day Mummers parade as first of a number of remote video pickups planned by company. Agency is Benjamin Eshleman Co., Philadelphia.

U. S. RUBBER Co., New York, has renewed for 13 weeks its sponsorship of weekly quarter-hour "Campus Hoopla" television program on WNBT New York, Fri., 8:15-8:30 p.m. Agency is Campbell-Ewald Co., New York.

PENN FIFTH AVE., New York (furs), has announced increase in advertising budget for 1947. Firm will increase use of radio spots and programming. Lew Kashuk Adv., New York, is agency.

DELAWARE FLOOR PRODUCTS, New York (Vinylite plastic floor tiles and floor coverings), has appointed J. M. Mathes Inc., New York, to handle advertising. Media plans are being made.

THOMAS A. GONSER, former vice president of Northwestern U, has been appointed director of personnel and public relations of Lever Bros. Co., Cambridge, Mass.

P. BALLANTINE & SONS, Newark, N. J. (Ballantine Ale), and General Cigar Co., New York (White Owl Cigars), will co-sponsor live broadcasts of all the Yankee baseball games in the 1947 season on WINS New York. **MEL ALLEN** will describe games. Agency for both firms is J. Walter Thompson Co., New York.

BRISTOL-MYERS Co., New York (Ipana and Vitalis), Jan. 5 started sponsorship of "King's Party Line," aired on WCBS-TV New York, Sun. 8:30-9 p.m. Show changes name to "Bristol-Myers Party Line" and will replace two current Bristol-Myers programs on WCBS-TV, "Shorty" and "Sports Almanac." Agency is Doherty Clifford & Shenfield, New York.

LUER PACKING Co., Vernon, Calif. (canned meat products), has appointed Dan B. Miner Co., Los Angeles, to handle advertising. Radio will continue to be used along with other media.

Place on KZPI

OF THE 53 regular advertisers placing business on KZPI Manila, 31 are for U. S. products. Among latest to be advertised on KZPI, which has been on the air since July 1, 1946, are Vicks, Mennens, Studebaker, Ford, Pepsi Cola, Emerson Radios and Lentheric.

AUTO ELECTRIC SERVICE Co., Toronto (equipment distributor), has appointed J. J. Gibbons Ltd., Toronto, to handle advertising.

EAGLE PENCIL Co. of Canada, Toronto, has appointed James Fisher Co., Toronto, to handle all advertising.

ESSO MARKETERS, New York, Dec. 29 sponsored a video motion picture review of the headline news events of 1946 on WNBT New York. Pictorial history was compiled by the NBC television newsreel division. Agency for Esso Marketers is Marschalk & Pratt, New York.

NETWORK ACCOUNTS

New Business

PROCTER & GAMBLE Co., Cincinnati (Camay), Dec. 30 increased network for "Pepper Young's Family" from 67 to 125 NBC stations Mon. through Fri. 3:30-3:45 p.m. Agency: Pedlar & Ryan, N. Y.

Renewal Accounts

THE BORDEN Co., New York, March 1 renews "County Fair" for 13 weeks on CBS, Sat. 1:30-2 p.m. Agency: Kenyon & Eckhardt, N. Y.

LAMONT CORLISS Ltd., Toronto (Pond's cream), Jan. 2 renewed to June 12, and also Sept. 11 to Dec. 18, "John and Judy" on 26 CBC Trans-Canada stations, Thurs. 8:30-9 p.m. Agency: J. Walter Thompson Co., Toronto.

LEVER BROS., Toronto (Sunlight soap), Dec. 30 renewed for one year Lucy Linton on 26 CBC Trans-Canada stations, Mon. through Fri. 12:15-12:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

INTERNATIONAL SILVER Co. of Canada, Hamilton, Ont. (silverware), Jan. 5 renews for 42 weeks "Adventures of Ozzie and Harriett" on 25 CBC Trans-Canada stations. Agency: Young & Rubicam, Toronto.

ELECTRIC AUTO LITE Co., Toronto (batteries, spark plugs), Jan. 9 renews for one year "Dick Haymes Show" on 30 CBC Dominion stations, Thurs. 9-9:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

STANDARD BRANDS Co., Montreal (Chase & Sanborn products), Jan. 5 renews "Charlie McCarthy Show" on 29 CBC Trans-Canada network stations, Sun. 8-8:30 p.m. Agency is J. Walter Thompson Co., Montreal. Standard Brands Co. (Tenderleaf Tea) Jan. 5 renews for one year "Fred Allen Show" on 36 CBC Dominion stations, Sun. 8:30-9 p.m. Agency J. Walter Thompson Co., Montreal.

McCOLL-FRONTENAC Co., Montreal (Red Indian gasoline and oil), Jan. 5 renews for one year "Eddie Bracken Show" on 34 CBC Dominion stations, Sun. 9:30-10 p.m. Agency: Ronalds Adv. Co., Montreal.

LEVER BROS., Toronto (Rinso), Jan. 1 renews for one year "Laura Limited" on 26 CBC Trans-Canada stations, Mon. through Fri. 11:45 a.m.-12 noon. Agency; J. Walter Thompson Co., Toronto.

WILLIAM H. WISE & Co., New York (books, magazines), Jan. 2 for 13 weeks has renewed William Lang commentary, Thurs. 11:45-12 noon, on ABC. Agency: Huber Hoge & Sons, N. Y.

CITIES SERVICE Co., New York, has renewed "Cities Service Highways" on 74 NBC stations for 52 weeks. Agency: Foote, Cone & Belding, N. Y.

NATIONAL BISCUIT Co., New York, has renewed for 52 weeks "Nine O'Clock News with Nelson Churchill" on full Yankee Network, Mon.-Wed.-Fri. 9 p.m. Agency: McCann-Erickson, N. Y.

Network Change

RALSTON-PURINA Co., St. Louis, Jan. 6 switches "Checkerboard Jamboree" on MBS stations from Sat. 1-2 p.m. to Mon. through Fri. 12-12:15 p.m. Agency: Gardner Adv., St. Louis.

Radio Effective in Drive To Prevent Forest Fires

RADIO is giving "very broad and effective help" in the prevention of forest fires, R. M. Evans, regional forester of the U. S. Department of Agriculture Forest Service, said in commenting on reports the Service has received on the participation of radio stations in this public service project.

"Based upon the expressed desire of NAB to cooperate in this program to save public and private property from destruction," Mr. Evans said, "we send platters of spot announcements semi-annually to the stations in the 14 northeastern states and ask that the spots be used as time schedules permit during the spring and fall fire seasons. With our letter of transmittal we enclose a prepared postal card, which we ask the stations to fill in and return at the close of the forest fire season."

Broadcasters who advise that they have used forest fire prevention spot announcements then receive a letter from the Department of Agriculture acknowledging their cooperation and extending the Department's thanks for reminding their rural and urban listeners to be careful with fire in the woods, Mr. Evans said.

PST Round Table Series Is Undergoing Change

WHEN IT BEGAN its second 13-week period on Jan. 1 Public Service Transcriptions Inc., Washington, D. C., combined *Uncle Sam Speaks* and *Issues of the Week* in a single Washington public affairs program under the latter name, Selden Menefee, PST executive director, announced. Plans are to use Republican Congressional leaders frequently.

Reasons for the change, according to Mr. Menefee, are: (1) Stations have shown more interest in the more controversial *Issue* program, and (2) *Uncle Sam*—the Administration—speaks with less authority since the election.

In place of *Uncle Sam Speaks* on Jan. 1 PST started syndicating *World Affairs Forum*, which Oliver Knauth has been producing and moderating on WINX Washington for several months. The series *Science and You*, third of PST's original offerings, continues as before, except that new production techniques such as sound effects are being used, Mr. Menefee says.

FCC Actions

(Continued from page 65)

Applications Cont.:

tary transfer of control of licensee corporation from C. Merwin Dobyns, deceased to Dana Latham, executor of the estate of C. Merwin Dobyns, deceased (25,000 shares of common stock—100%.)

AM—1590 kc

KSJO San Jose, Calif.—CP to install directional antenna for night use only and to change hours of operation from daytime only to unlimited. AMENDED to change power from 1 kw day, 500 w night, using directional antenna at night.

AM—570 kc

KUTA Salt Lake City—Involuntary assignment of license to Frank C. Carman, David G. Smith, Frank C. Carman, administrator for estate of Jack L. Powers, deceased, and Grant R. Wrathall, d/b as Utah Bcstg. and Television Co.

Application Dismissed:

Capitol Radio Corp., Des Moines, Iowa—CP for new standard station on 1600 kc, power of 1 kw and unlimited hours of operation. AMENDED to change frequency from 1600 to 1150 kc, and change in officers and directors. DISMISSED—No reply to letter requesting engineering information.

Applications Tendered for Filing:

AM—940 kc

Tyler Bcstg. Co., Tyler, Tex.—CP for new standard station on 940 kc, power of 250 w and daytime only hours of operation.

AM—980 kc

Grain Country Bcstg. Co., Peoria, Ill.—CP for new standard station on 980 kc, power of 500 w night and 1 kw day, unlimited hours and directional antenna for day and night use.

AM—1210 kc

Ventura County Bcstg. Co., Oxnard, Calif.—CP for new standard station on 1210 kc, 1 kw and daytime only hours.

Jan. 2 Applications . . .

ACCEPTED FOR FILING

AM—1340 kc

WASA Massena, N. Y.—CP install new vertical antenna and mount FM antenna on top of AM tower.

AM—900 kc

WAND Canton, Ohio—Modification of CP which authorized new standard station, for approval of antenna and to mount FM antenna on top of AM tower, to increase power from 250 w to 500 w, to change type of transmitter and for approval of transmitter location.

AM—950 kc

KSEL Lubbock, Tex.—CP increase power from 1 kw day to 500 w night, 1 kw day, change hours of operation from daytime to unlimited time, install directional antenna for night use and mount FM antenna on top of AM tower.

AM—1290 kc

KDEM San Bernardino, Calif.—Modification of CP which authorized new standard station, for approval of directional antenna, change type of transmitter and for approval of transmitter location.

AM—1260 kc

KVSM San Mateo, Calif.—CP change frequency from 1050 to 1260 kc, increase power from 250 w daytime to 1 kw night, 5 kw day, change hours of operation from daytime to unlimited and install new transmitter.

Applications Tendered for Filing:

AM—1020 kc

Sims Publishing Co., Orangeburg, S. C.—CP for new standard station on 1020 kc, 1 kw and daytime hours.

AM—730 kc

Worthington Bcstg. Co., Worthington, Minn.—CP for new standard station on 730 kc, power of 1 kw and daytime only hours.

AM—1450 kc

William J. Cox, LeRoy W. Lenwell, Edward Cooper, and Arthur V. Henri, d/b as The McCook Bcstg. Co., McCook, Neb.—CP for new standard station on 1450 kc, 250 w and unlimited hours.

AM—1340 kc

Bay Radio, North Bend, Ore.—CP for new standard station on 1340 kc, 250 w and unlimited hours.

AM—550 kc

The Fairfield Bcstg. Co., Danbury, Conn.—CP for new standard station on 550 kc, 500 w night, 1 kw day and unlimited hours, directional antenna night.

AM—790 kc

WSAM Saginaw, Mich.—CP change frequency from 1400 to 790 kc, power from 250 w to 1 kw, install directional antenna for day and night use and new transmitter and change transmitter location.

Mutual's 1946 Gross Billings Up 26% for All-Time Record

MUTUAL hit a new all-time high in gross billings during 1946 with total time sales of $25,933,651, an increase of 25.7% over the 1945 total of $20,637,363. Total for 1946 includes an estimated figure for December and may be altered slightly when the network issues its official report later this month. This is also true of the figures for the ten advertisers and ten agencies placing the most business with Mutual during 1946.

Coca Cola Co. was top MBS client for the year, spending $2,012,253 for network time, before discounts. Others in the top 10 were: Ralston Purina Co., $1,489,764; Bayuk Cigars, $1,219,400; Serutan Co., $1,136,696; R. B. Semler, $1,048,131; Carter Products, $1,044,224; Miles Labs, $1,027,408; Procter & Gamble Co., $1,007,361; Kellogg Co., $957,241; General Motors Corp., $903,739.

Erwin, Wasey at Top

Erwin, Wasey & Co. headed the 1946 Mutual agency list with gross time purchases of $2,330,122. D'Arcy Adv. Co. was a close second with $2,012,253, followed by Gardner Adv. Co., $1,489,764; Neal D. Ivey, $1,219,400; Ruthrauff & Ryan, $1,188,489; Ted Bates Inc., $1,044,224; Wade Adv. Agency, $1,027,408; Compton Adv., $1,007,361; Kenyon & Eckhardt, $957,241; Roy S. Durstine Inc., $946,889.

In the field of cooperative programs, Mutual reported an increase of 22% in sponsorship during 1946, with 650 advertisers now broadcasting Mutual co-op shows on MBS affiliates. Fulton Lewis jr. continued to dominate the field with sponsors on 237 stations. Cedric Foster is now sponsored on 121 stations, an afternoon record. F. H. LaGuardia, former mayor of New York, joins the Mutual co-op ranks this month.

WJR Says 760 kc Grant Interferes

Asks FCC to Reconsider 500 w Station for Clanton, Ala.

CLAIMING that otherwise the protection to which it is entitled would be violated, WJR Detroit has asked FCC to reconsider its grant for a new 500-w daytime station at Clanton, Ala., on WJR's clear-channel 760 kc. The grant was issued Dec. 5 to Hugh I. Webb, J. Kelley Robinson and J. S. Robinson trading as Southeastern Broadcasting Co. [BROADCASTING, Dec. 9].

WJR also contended the Clanton grant "will create a serious obstacle" to the determination, in the clear channel hearings, of whether stations should be allowed to operate with power above 50 kw.

Pointing out that as a Class I station WJR is entitled to protection from interference by Class II daytime stations to its 100 microvolt per meter contour, the Detroit station asserted that the Clanton operation "will cause substantial interference to the present interference-free service of station WJR extending well within its 100 microvolt per meter contour and "will, in effect, result in a modification of petitioner's license . . ."

An affidavit by George F. Leydorf, WJR chief engineer, was submitted in support of the petition, which was filed by Reed T. Rollo of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis. The petition asked that the Clanton application be either set for hearing or put into the pending files until the clear channel question has been decided.

Arno Huth to Conduct World Radio Lectures

LECTURE series on international broadcasting will be conducted by the New School for Social Research, New York, starting Feb. 4 under guidance of Arno Huth, formerly of Geneva and expert in world radio [CLOSED CIRCUIT, Dec. 16]. Lecturers will include prominent guest speakers. Among these are Dr. Benjamin Cohen, Assistant Secretary General of the United Nations; Kenneth Fry, acting chief of the broadcast division of OIC, State Dept.; Lyman Bryson, CBS director of education, and Fred Bate, manager of NBC's international division.

The series of 15 weekly lectures will include such topics as "International Broadcasting, Its Significance and Problems," "The Development of International Broadcasting," "Radio Broadcasting All Over the World," "The Audience," "Radio and Propaganda," "American Radio and International Broadcasting" and "The Responsibility of International Broadcasting."

KFIO Expansion

COINCIDENT with filing of application for change of assignment to 5 kw on 790 kc for KFIO Spokane, Wash., an application also was filed with FCC for consent to transfer of control of Spokane Broadcasting Corp. from Arthur L. Smith, president and treasurer, to the licensee corporation. Latter application, contingent upon the approval of the former for change of assignment, involves increase of capitalization to $300,000. A number of local businessmen each have subscribed to minor holdings. Mr. Smith would receive $50,000 to cover his present interest and would acquire 15,000 new shares. KFIO now operates on 1230 kc with 250 w.

OVER
6 MILLION
FOREIGN
SPEAKING
PEOPLE

You

GET THE WHOLE PICTURE WITH

WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX.

WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish speaking persons
2,103,737	Italian speaking persons
1,236,000	German speaking persons
578,000	Polish speaking persons
250,000	Spanish speaking persons
6,517,737	foreign language prospects

There you get the *whole* picture.

Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in *any* language.

Photo: Lotte Errell Pix

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

UNCLE SAM'S
WEIGHT IS
Shiftin'
SOUTH
MASON DIXON
FOR COVERAGE OF
NORTH CAROLINA'S
NO. 1 MARKET..

WSJS

NBC STATION FOR
Winston-Salem
Greensboro
High Point

★

REPRESENTED BY
HEADLEY-REED CO.

ABC Gross Shows 1.4% Gain for Year

General Mills Is Leader Of Those Placing Time in 1946

ABC gross time sales in 1946 totaled $40,617,130, topping its 1945 gross of $40,045,966 by 1.4% but still lagging behind the network's all-time high of $41,356,129 in 1944, when the regular commercial business was bolstered by time sales for political broadcasts preceding the Presidential election.

Foods and food beverages was the leading classification of advertisers on ABC in 1946, with gross expenditures of $12,292,273. Drugs and toilet goods formed the second class, with $9,483,782, and stationery and publishers third, with $2,731,241. House furniture and furnishings made up the fourth classification, spending $2,385,649 for ABC time, before discounts, and laundry soaps and housekeepers supplies were the fifth class, with gross billings of $2,375,722.

General Mills Heads List

General Mills was the year's leading advertiser on ABC, spending $2,916,752 for time before discounts, a half-million more than was spent by Procter & Gamble Co., in second place with gross of $2,404,091. Miles Labs. was third with $1,965,231; Kellogg Co. fourth with $1,834,793, and Sterling Drug fifth with $1,812,985.

Top agency with ABC for the year was Dancer-Fitzgerald-Sample, which placed $4,076,892 worth of business. J. Walter Thompson Co. ranked second, with gross purchases of ABC time amounting to $3,766,584. BBDO was third with billings of $3,307,199; Kenyon & Eckhardt fourth with $2,993,995; Compton Adv. fifth with $2,305,677.

ABC carries 12 programs for cooperative sponsorship, with well over 500 sponsors participating. The network reports its program department is auditioning several other co-op programs to start on a staggered basis.

Plans for FM

With lifting of controls on equipment, ABC has specific plans for building FM stations in New York, Chicago, Detroit, Los Angeles and San Francisco. During 1946 thorough consideration was given to various sites in each locality and an engineering study completed with respect to the availability of facilities, such as power lines, telephone lines, water, roads and other pertinent details. Preliminary plans have now been drawn, and orders have been placed with several manufacturers for FM transmitters, antennas, monitors and test equipment.

ABC expanded its television facilities during 1946. As the year began, the network had access to three outlets, New York, Schenectady and Philadelphia. This number has been expanded to five, with the use of the AT&T line to Washington, and an arrangement with WBKB Chicago for the use of that outlet. ABC is now awaiting action on its applications for television in New York and San Francisco and already has been granted permission to construct outlets in Chicago, Detroit and Los Angeles.

ADVERTISERS: GROSS BILLINGS 1946

Foods and Food Beverages	$12,292,273
Drugs and Toilet Goods	9,483,782
Stationery and Publishers	2,731,241
House Furniture and Furnishings	2,385,649
Laundry Soaps and Housekeepers Supplies	2,375,722
Confectionary and Soft Drinks	1,922,676
Financial and Insurance	1,829,908
Automotive Industry	1,729,400
Building Materials	1,362,109
Miscellaneous	1,211,588
Cigars, Cigarettes and Tobacco	909,748
Machinery, Farm Equipment and Mechanical Supplies	684,792
Lubricants, Petroleum Products and Fuel	592,162
Radios, Phonographs and Musical Instruments	502,055
Clothing and Dry Goods	351,318
Jewelry and Silverware	115,497
Wines, Beers and Liquors	47,133
Paints and Hardware	45,683
Sporting Goods	33,308
Shoes and Leather Goods	7,266
Garden and Field	3,820
TOTAL	$40,617,130

INDUSTRY SUMMARY: GROSS BILLINGS 1946

General Mills	$2,916,752
Procter & Gamble Co.	2,404,091
Miles Laboratories	1,965,231
Kellogg Co	1,834,793
Sterling Drug	1,812,985
Quaker Oats Co	1,799,131
Swift & Co.	1,717,591
Philco Corp.	1,712,271
Libby, McNeill & Libby	1,609,684
U. S. Steel Corp. of Del.	1,167,110
Curtis Publishing Co	971,883
Westinghouse Electric Corp.	922,019
Prudential Insurance Co. of America	884,500
Gillette Safety Razor Co	870,887
Ford Motor Co.	832,118
Andrew Jergens Co	713,718
Equitable Life Assurance Society of U. S.	699,380
Bristol-Myers Co.	692,427
Allis-Chalmers Mfg. Co	684,792
Pacific Coast Borax Co.	628,645
U. S. Army	583,722
Carter Products	580,557
Wildroot Co.	578,404
General Foods Corp.	556,095
Charles E. Hires Co.	549,978
L. E. Waterman Co	531,969
B. F. Goodrich Co.	481,472
Universal Match Corp.	470,936
Mail Pouch Tobacco Co.	456,630
American Cyanamid Co.	455,010
Raymond Laboratories	446,265
Esquire Inc.	434,537
Larus & Brother Co	404,731
Kay Daumit	384,954
Hastings Mfg. Co	355,799
Dr. Pepper Co	342,916
Frank H. Lee Co.	332,858
Southern Cotton Oil Co	327,084
Ward Baking Co	385,203
American Oil Co	306,618
William H. Wise & Co.	254,316
National Board of Fire Underwriters	246,028
Mars Inc.	242,601
Texas Co.	227,357
Liberty Magazine	219,686
Armour & Co.	196,124
Lewis Howe Co.	181,941
Hunt Foods	169,172
R. B. Semler Inc	168,852
America's Future Inc.	162,223
Sweets Co. of America	148,320
Derby Foods	148,067
Christian Science Publishing Society	146,952
Eversharp Inc.	138,841
Fisher Flouring Mills Co.	135,539
Serutan Co.	130,275
Seeman Brothers	126,192
Harvel Watch Co.	115,497
Congress of Industrial Org.	100,124
Club Aluminum Products Co	92,809
Popular Home Products	89,210
Wm. S. Scull Co.	86,438
Knox Co.	80,736
Botany Worsted Mills	71,744
Politicals	67,121
Williamson Candy Co.	64,641
D. L. Clark Co.	63,852
Champion Spark Plug Co	60,011
G. N. Coughlan Co.	59,477
Safeway Stores	54,106
Prince Matchabelli Inc.	45,787
Benjamin Moore & Co	45,683
American Iron & Steel Institute	44,478
Lewis Food Co.	44,460
Bekins Van & Storage	42,793
Grove Laboratories	41,323
Lear Inc	39,443
Peter Paul Inc	39,432
Lehn & Fink Products Corp	38,481
Rainier Brewing Co.	33,408
Wilson Sporting Goods Co.	33,308
Signal Oil Co	32,999
Brown & Williamson Tobacco Corp.	32,379
National Industries	28,782
John H. Breck Inc.	27,606
Tide Water Associated Oil Co.	25,188
Sealey Mattress Co.	24,180
Lance Inc.	18,829
Zukor's Inc.	18,460
H. Fendrich Inc.	16,008
Joseph Schlitz Brewing Co.	13,725
Kerr Glass Mfg. Co.	10,314
Hall Bros.	9,675
National Assn. of Mfrs.	9,414
Union Pharmaceutical Co	8,600
Gallencamp Stores	7,266
Stanley Home Products	5,932
Foster Milburn Co	4,784
American Dairy Assn.	4,557
"42" Products	4,472
Germain Seed & Plant Co.	3,820
Washington Co-operative Egg & Poultry Assn.	3,120
Iodent Chemical Co	2,646
Communist Party	968
Masters Mates & Pilots	812
TOTAL	$40,617,130

ADVERTISING AGENCIES: GROSS BILLINGS 1946

Dancer-Fitzgerald-Sample	$4,076,892
J. Walter Thompson Co.	3,766,584
BBDO	3,307,199
Kenyon & Eckhardt	2,993,995
Compton Adv.	2,305,677
Wade Adv. Agency	1,965,231
Warwick & Legler	1,780,427
Hutchins Adv. Co.	1,712,271
Benton & Bowles	1,677,120
McCann-Erickson	1,550,664
N. W. Ayer & Son	1,133,700
Schwimmer & Scott	905,473
La Roche & Ellis	904,856
Sherman & Marquette	894,275
Maxon Inc.	844,980
Young & Rubicam	725,267
Doherty, Clifford & Shenfield	692,427
Roche, Williams & Cleary	687,683
Knox, Reeves Adv.	652,845
Lennen & Mitchell	642,758
Charles Dallas Reach Co.	531,969
William H. Weintraub & Co.	459,050
Hazard Adv. Co.	455,010
Small & Seiffer	400,905
Hill Blackett & Co.	384,954
Keeling & Co.	355,799
Tracy-Locke Inc.	342,976
Joseph Katz Co	306,618
Buchanan & Co	285,953
Grant Adv	284,632
Huber Hoge & Sons	254,316
MacFarland, Aveyard & Co	246,028
Foote, Cone & Belding	205,799
Sullivan, Stauffer, Colwell & Bayles	179,652
Gahagan, Turnbull & Co	175,259
Erwin, Wasey & Co	168,852
Ivey & Ellington	148,320
Needham, Lewis & Brorby	148,067
H. B. Humphrey Co.	146,952
Biow Co.	138,841
Pacific National Adv. Agency	138,659
A. W. Lewin Co.	115,497
Wiltman & Pratt	100,124
Trade Development Corp	92,809
Raymond Spector Co	89,210
Roy S. Durstine Inc	88,244
M. H. Hackett Co.	86,438
Robert Raisbeck Adv. Agency	80,736
Alfred J. Silberstein—Bert Goldsmith	71,744
Robert Orr & Associates	70,960
Aubrey, Moore & Wallace	64,641
McManus, John & Adams	60,011
Morse, International Agency	45,787
St. Georges & Keyes	45,683
Elwood J. Robinson Adv. Agency	44,460
Brisacher, Van Norden & Staff	43,904
Brooks Adv. Agency	42,793
Donahue & Coe	41,323
Kudner Agency	39,443
William Esty & Co.	38,481
Ewell & Thurber Associates	33,308
Barton A. Stebbins Adv. Agency	32,999

Russel M. Seeds Co.	32,379
Adolph Wenland & Assoc.	28,782
Charles Sheldon Adv. Agency	27,606
MacLaren Adv. Agency	25,907
Alvin Wilder Adv.	24,180
Hugh A. Deadwyler Adv	18,829
John Barnes & Assoc.	18,460
Smith, Bull & McCreery	16,580
Ruthrauff & Ryan	16,008
McJunkin Adv. Co	13,725
Raymond R. Morgan Co.	10,314
Blaine-Thompson Co.	10,247
Abbott Kimball Co.	8,600
Lockewood-Shackleford	7,596
Bruce Eldridge Adv	7,766
No Agency	5,932
Green-Brodie	5,834
Street & Finney	4,784
Campbell-Mithun	4,557
Furman, Feiner & Co	3,840
Dudley L. Logan Adv.	3,820
Hixon-O'Donnell Adv. Agency	3,360
George Lynn Adv. Agency	2,940
Walter W. Wiley Adv.	2,904
Duane Jones Co.	2,646
Howard G. Hanvy Co	2,564
TOTAL	$40,617,130

'47 Radio Workshop On Religion Opens

Ways to Obtain Larger Audiences For Religious Programs Studied

METHODS for obtaining larger audiences for religious broadcasts is the theme of the 1947 Religious Radio Workshop which opened yesterday (Jan. 5) at the Prince George Hotel, New York, the Rev. Everett C. Parker, director of the Joint Religious Radio Council, sponsor of the workshop, announced.

Elinor Inman, CBS director of religious broadcasts, is co-chairman with Dr. Parker. Dr. Ross Snyder, professor of religious education, Federated Theological Faculties, U. of Chicago, is educational counselor.

Leaders of the discussions include: Wade Arnold, NBC assistant script manager; Eric Barnouw, in charge of radio courses, Columbia U. Extension Division; Doris Corwith, assistant to manager, public service department, NBC; Oliver Daniel, CBS music producer-director; Elsie Dick, MBS religious activities director; Dr. Davis Edwards, professor of speech, Federated Theological Faculties, U. of Chicago; Sydney H. Eiges, manager NBC press department; Walter Emery, FCC, in charge of educational applications; Sterling Fisher, NBC assistant public service counselor; Tore Hallonquist, director, program analysis division, CBS; Edwood Hoffman, CBS script editor; Robert Hudson, director, education division, CBS; Frank Papp, NBC producer; Walter R. Pierson, CBS manager of sound effects; Martha Rountree, producer of MBS *Meet the Press*; Robert Saudek, ABC director of public service; Richard Stark, producer, Protestant Council of City of New York; Nathan Straus, owner, WMCA New York, and Albert Zink, program director, WGY Schenectady.

Pischke Joins Littel

VAIL W. PISCHKE, formerly with Kirkland, Fleming, Green, Martin & Ellis, Washington radio law firm, and S. King Funkhouser, specializing in trial work, are now associated with Norman M. Littel, Washington, in general practice of law.

PRETTY RIDER astride the photogenic horse is Jeannette Batcheller, member of WLAW Lawrence, Mass. secretarial staff. "Flash" is her own four-year-old chestnut polo pony, recently arrived from the West, where it was trained for polo and jumping.

Barnett Promoted

APPOINTMENT of Frank H. Barnett as manager of manufacturing for the Home Radio Division of Westinghouse Electric Corp., was announced last week by Harold B. Donley, division manager. Mr. Barnett, a 20-year veteran with Westinghouse, will supervise activities of the manufacturing and allied departments at the company's Sunbury, Pa., plant. Since 1937 Mr. Barnett has been superintendent of production at Westinghouse's East Springfield, Mass., branch. He received the company's highest employe award (Order of Merit) in 1945 for his "personal ability and leadership and for his contribution to an efficient organization," which made possible "an enviable record in the production of military equipment" at the East Springfield works.

Mr. Barnett

Whole Village on 'We'

ENTIRE population of community numbering 25, located on edge of Great Smokies, moved Dec. 22 to Asheville, N. C., for Christmas party broadcast on CBS *We the People*. Party was one of seven given week before Christmas by Maj. Cecil Brown of Salvation Army for her "parish" which covers 50 square miles of mountain terrain. Maj. Brown holds one party each day in seven isolated communities with no telephone or telegraph lines, few roads and few radios.

NBC Stations Committee To Elect New Officers

MEMBERS of the new NBC stations Planning & Advisory Committee will elect a chairman and secretary at their first meeting in New York Jan. 22-23. New members are: Paul W. Morency, vice president and general manager, WTIC Hartford, Conn.; Richard H. Mason, manager, WPTF Raleigh; Milton Greenebaum, president and general manager, WSAM Saginaw, Mich.; H. W. Slavick, director, WMC Memphis; John J. Gillin Jr., president, WOW Omaha; William B. Way, manager, KVOO Tulsa; Walter E. Wagstaff, general manager, KIDO Boise, Idaho; H. Quentin Cox, manager, KGW Portland, Ore.

The meetings will also be attended by Easton C. Woolley, NBC director of stations department; Sheldon B. Hickox Jr., manager of station relations, and other NBC officials. Retiring chairman is Clair R. McCollough, WGAL Lancaster, Pa., and secretary, Campbell Arnoux, WTAR Norfolk.

Joins WHHM Memphis

HELEN POWERS, assistant manager of WITH Baltimore since its establishment six years ago, last week joined the new WHHM Memphis as operations director. The station, operating on 1340 kc with 250 w, si owned by Herbert Herff, Memphis industrialist and owner of the Herff Motor Co., Ford dealer.

Mrs. Powers

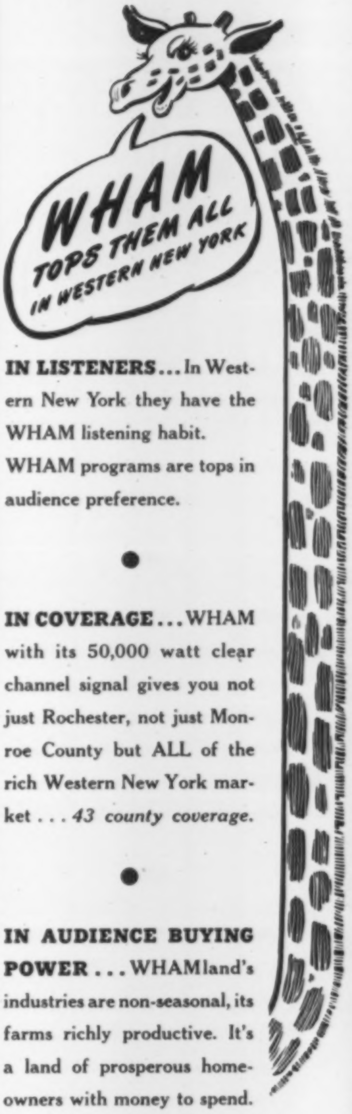
Pat McDonald is general manager of WHHM in charge of sales, with Mrs. Powers in charge of other operations. Mrs. Powers was radio supervisor of the Henry J. Kaufman Advertising Agency in Washington prior to joining WITH.

Pearson

(Continued from page 18)

($1,500); Frank A. Kaufman, interested in laundry and dry cleaning businesses 0.6% ($1,500); John C. Kirby, war veteran, John Henry Lewin, attorney and former special assistant to the U. S. Attorney General, Leo H. McCormick, 30% owner of Fresh Frozen Foods Inc., and John H. Scarff, past president of American Institute of Architects and other organizations, 0.4% each ($1,000 each).

Messrs. Pearson's and Allen's stock purchases and subscriptions total $88,750 each ($13,312.50 paid and $75,437.50 subscribed). The petition to amend the application and show the reorganization was filed Tuesday by the Washington law firm of Cohn & Marks.



IN LISTENERS... In Western New York they have the WHAM listening habit. WHAM programs are tops in audience preference.

●

IN COVERAGE... WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market . . . *43 county coverage.*

●

IN AUDIENCE BUYING POWER... WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend.

●

Write for your copy of

WHAM

MARKET DATA

WHAM

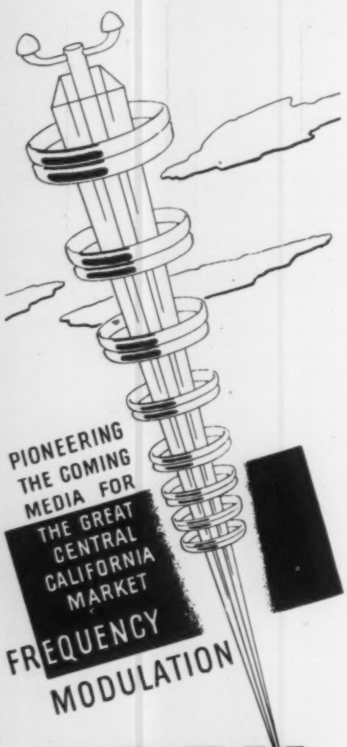
ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representative
GEORGE P. HOLLINGBERRY CO.
"The Stromberg-Carlson Station"

Hon. Dave Dole
Henri, Hurst & McDonald
Chicago
Dear Dave:

I'm jealous of Ernie! Fleet Admiral Chester Nimitz was in town for the annual dinner of the Charleston Chamber of Commerce recently and of course WCHS had the Admiral on the air before he left town. Our special events director, Ernie Saunders, did a bangup job of interviewin' the Admiral so I guess I'm not jealous of Ernie after all. . . . I'd have probably been all flustered and nervous . . . and then the folks down here have gotten used to hearin' Ernie on the air whenever some big celebrity comes to town. Yes Sir, they just automatically turn their dials to 580 . . . WCHS that is!

Yrs.
Algy

WCHS
Charleston, W. Va.



KRFM
KFRE·KRFM *Fresno*
RODMAN RADIO STATIONS
REPRESENTED BY JOHN BLAIR & CO.

FMA

(Continued from page 17)

the group attending the first FMA meeting in Chicago Oct. 21 and has since been active in its affairs. Commercial Radio Equipment offices in Washington have been used as temporary headquarters of FMA.

Mr. Hofheinz, a newcomer to the FM field, resigned as county judge in Houston to enter radio two years ago when his license for KTHT was granted. KOPY, his FM adjunct, went on the air in early fall [BROADCASTING, Oct. 26].

Most members of the old FM Broadcasters Inc., which dissolved Oct. 21 during the NAB convention in Chicago [BROADCASTING, Oct. 28], are expected to attend the Friday meeting or send representatives.

Walter J. Damm, last president of FMBI and executive vice president and general manager of radio for The Journal Co., Milwaukee (WTMJ and WTMJ-FM), said L. W. Herzog, assistant general manager of the stations, would represent him.

Robert T. Bartley, NAB FM Dept. director, will attend as official representative of the NAB, which has given its blessing to the FMA. Because NAB cannot promote any segment of the broadcasting field, President Justin Miller has expressed a need for an organization such as FMA and has offered the full cooperation of NAB.

These manufacturers have announced they will display FM receivers: Crosley Corp., Stromberg-Carlson Co., Zenith Radio Corp., RCA, Hallicrafters, General Electric Co., E. H. Scott Radio Labs., Freed Radio Corp. Most have reserved suites at the Statler to demonstrate their sets.

WASH-FM and WINX-FM Washington will provide fulltime program service. WASH-FM will broadcast from business sessions of FMA and air interviews with delegates. WINX-FM will provide the full WINX schedule, which it duplicates.

Transmitter manufacturers will send representatives to discuss needs with applicants and broadcasters. Appearing on the program Friday morning will be representatives of GE, RCA, Graybar Electric Co., Radio Engineering Labs., Westinghouse Electric Corp. and Federal Telephone & Radio Co.

The FCC Engineering Dept. will set up a consulting office in the Statler Thursday, in charge of Cyril M. Braum, chief of the FM Section, Broadcast Division. The office will remain open Friday.

Press Assn., AP subsidiary, plans to install the AP radio wire news printer Friday morning, according to Joe Torbett, Washington manager of PA.

FMA was born as FMBI formally closed its books in October. Led by Ira Hirschmann, president of Metropolitan Television Inc., New York, licensee of WABF, a group of 36 former members of FMBI laid the foundation for the FMA. The Steering Committee of 12 was created, with Mr. Hofheinz as chairman, to investigate the possibilities of forming a permanent organization to promote FM.

On the Steering Committee are, besides Chairman Hofheinz: Messrs. Asch, Gray, Dillard, Jansky, Hirschmann, David; Wayne Coy, WINX-WINX-FM; Frank A. Gunther, REL; E. J. Hodel, WCFC Beckley, W. Va.; R. F. Kohn, Penn-Allen Broadcasting Co., Allentown, Pa.

Four AM Station Grants Are Issued

Danville, Va., Is Given Permit For Assignment Change

GRANTS for four new AM stations—at Duluth, Minn.; Asheville, N. C.; Hammond, La., and Mayaguez, P. R.—were authorized by FCC last Monday.

At the same time, with Comr. C. J. Durr voting for hearing, WBTM Danville, Va. was authorized to move from 1400 kc with 250 w to 1330 kc with 5 kw day and 1 kw night, directionalized at night. The grant was subject to any interference that may be received from Evansville, Ind., where Tri-State Broadcasting Corp. and WJPS Inc. are applying for use of 1330 kc.

The new station authorizations were as follows:

Duluth, Minn.—Lake Superior Broadcasting Co. 1080 kc, 10 kw day, 5 kw night, directional antenna fulltime. Principals: Thomas M. McCabe (president, 16 2/3%), Duluth attorney; Frank E. Mahan (16 2/3%), president of Benson Electric Corp.; H. B. Fryberger (16 2/3%), attorney; James R. King (16 2/3%), of WEBC Duluth; John C. Harvey (16 2/3%), president of Timber Producers Assn.; E. L. Gruber (8 1/3%), attorney, secretary-treasurer of Merrill-Willcox Fruit Co.; A. M. Clure (8 1/3%), attorney. Granted Dec. 30.

Asheville, N. C.—Skywave Broadcasting Corp. 1380 kc, 5 kw day, 1 kw night. Principals: Charles M. Britt (president, 29.2%), food broker at Greenville, S. C.; Joe H. Britt (16.66%), manager and partner in Britt-McKinney Co. at Greenville, formerly with WMRC Greenville; Charles B. Britt (16.66%), electrical engineer, N. C. Shipbuilding & Drydock Co., Wilmington, N. C.; T. G. Moseley (10.41%), Asheville automobile agency and service station owner; Charles G. Lee Jr. (10.41%), Asheville attorney; Charles G. Masters (8.33%), Asheville food broker; Mr. and Mrs. M. T. Karleskint (8.33%), also with brokerage company. Granted Dec. 30.

Hammond, La.—Hammond Broadcasting Co. 1110 kc, 250 w, day only. Owned by Frederick LeMieux (60%), general manager of WMOC Covington, Ga., and Mrs. Edna LeMieux (40%). Granted Dec. 30.

Mayaguez, P. R.—Radio Americas Corp. 1150 kc, 1 kw, fulltime. Principals (25% each): Alfredo Ramirez de Arellano Jr. (president), Miguel A. Garcia Mendez, and Richard C. Durham, all executives of Okeelanta Growers & Processors, Okeelanta, Fla., in addition to other business interests. The remaining 25% is held by the estate of Alfredo Ramirez de Arellano. Granted Dec. 30.

RCA DIVIDENDS declared Dec. 6: Outstanding first preferred, 87½ cents share, period Oct. 1-Dec. 31, payable Jan. 2 to holders of record Dec. 16; outstanding common, 20 cents share, payable Jan. 29, to holders of record Dec. 20.

NOVEL CHRISTMAS tree of pheasant tail feathers grew as result of an announcement on KFAB Lincoln. Lyell Bremser, on a *Sports by Bremser* broadcast during pheasant season, offered a 12 gauge automatic Remington shotgun to the hunter who sent in the longest pheasant tail. He received 3,004 tail feathers. Longest measured 26¼ inches, and was sent in by Charles Beatty, 16. That's Mr. Bremser holding the gun, with Charles Beatty pictured at left.

KGO PLACES ORDER FOR NEW EQUIPMENT

KGO San Francisco has started construction of a new transmitter plant for its 50,000 w installation authorized by the FCC [BROADCASTING, July 29, 1946]. Civilian Production Administration approval has been granted for a new structure in the East Bay salt water flats near Newark, at the east end of the Dumbarton bridge, according to Gayle V. Grubb, KGO manager.

Contract has been signed by Mr. Grubb and Frank E. Bodine, San Francisco manager of Westinghouse Electric Corp., for $138,000 in equipment, including 50,000 w AM transmitter, 5,000 w standby transmitter and antenna phasing equipment. Total cost of the project will be $250,000.

When the new installation is completed in mid-1947 KGO will increase from 7,500 to 50,000 w. Present transmitting equipment has been in service since 1927.

Retirement Plan

DETAILS of a retirement income plan which became effective Sept. 1 for all employes of the *Detroit News* and its radio stations—WWJ, WENA and WWDT—was announced last week by William E. Scripps, president of the News Co. Every employe is eligible for membership in the plan at age 35 if he has completed at least five years of continuous service. Upon retirement employes receive regular income in an amount based on length of service and earnings. Normal retirement age has been set at 65.

Set Makers See '47 as Big Year

15,000,000 Units May Be Made, Some Chicago Firms Believe

CHICAGO radio receiver manufacturers anticipate the biggest selling year in their history, based on national figures compiled by the Radio Manufacturers Assn.

Hinging upon an end of labor strife and government interference, many Chicago manufacturers think 1947 will see 15 million units produced, surpassing the 13,500,000 units for the industry's all-time high in 1941.

The past 12 months have produced close to 13 million sets, according to their figures. Of these, 1,066,749 were auto receivers, 110,525 were FM, and 1,075 were television. Biggest increase, they say, will be in AM-FM combinations, closely followed by television receivers, as more video stations go on the air.

E. A. Orth, general manager of Philco Distributors Inc., reported a heavy demand for phonograph combinations during the Christmas buying spree and predicted the demand will not diminish for at least six months.

E. F. McDonald Jr., president of Zenith Radio Corp., said the demand for nationally known brands will continue strong in 1947.

"Zenith distributors and dealers begin 1947 with no sets on hand and large backlogs of orders, primarily as a result of the company's concentration of advertising for its 'Cobra Head' arm on its AM-phonograph combinations," he said.

Production of bigger combinations is increasing daily but is not nearly meeting public demand, he declared. Of all Zenith production, only sets selling under $50 will be without FM in 1947, Mr. McDonald said.

Harold Renholm, regional manager for RCA, said all merchandise had gone off dealer shelves without approaching the saturation point, even for lowest-priced sets.

The radio-phonograph combination market will remain firm throughout 1947, even in the face of increasing competition, and despite some increase in retail costs, he predicted. He said RCA expects to manufacture 160,000 black and white television receivers in 1947.

Big Backlog of Orders

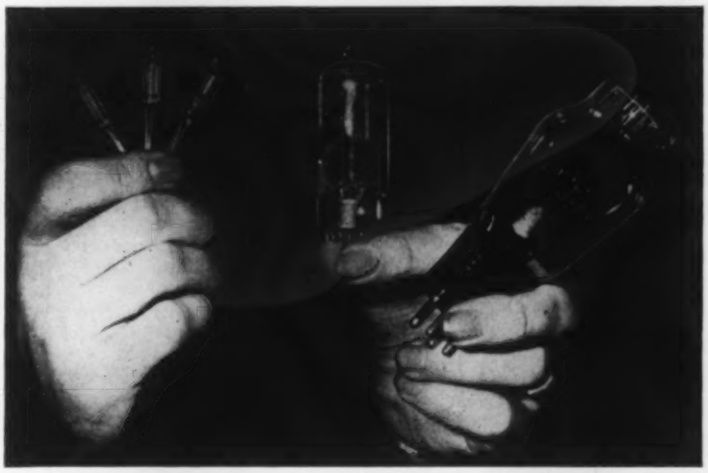
Henry Randolph, district representative for General Electric, reported a large backlog of orders and an increase from 20% before the war to 80% in the demand for combination sets. He said the public's buying has been a great vindication of "brand name" promotion during years when production was virtually at a stand-still.

R. Cooper Jr. Inc., General Electric distributor, reported a complete sell-out of sets following the holidays, and expects the demand to continue throughout the new year.

Paul V. Galvin, president of Galvin Mfg. Co., maker of Motorola auto radios, expressed pessimism concerning business prospects for many new companies. He contends that a "shakeout" will result, based on the opinion that more companies are now operating than necessary to meet consumer demand.

Scott Radio Laboratories, one of the industry's largest manufacturers of expensive receivers, with prices ranging from $1,000 and up, reported an 11.8% increase, effective Jan. 1, with a strong demand for receivers.

All companies anticipate price increases on all receivers with the possible exception of the most inexpensive sets, based chiefly on increased cost of cabinets and component parts and general wage boosts. Chicago department stores also reported a record demand for receivers with hundreds of unfilled orders, both during and after holiday buying.



TINY TUBE (extreme l), constructed in Advance Development Laboratories of Sylvania Electric Products Inc., is described by its manufacturers as "smallest radio tube in the world." Only ⅞ of an inch long and slightly more than ⅛ inch in diameter, it is shown in comparison with (r to l) the conventional tube of ten years ago, current lock-in tube and the proximity fuze tube. Sylvania produced more than 140 million proximity fuze tubes during the war.

Fort WJBK Purchase Application Held To Await Filing Papers on WHIZ Sale

APPLICATION for FCC approval of Fort Industry Co.'s acquisition of WJBK Detroit for $550,000 [BROADCASTING, Aug. 26] was placed in the Commission's pending files last week to await the filing of an application for Fort Industry's contemplated sale of WHIZ Zanesville, Ohio.

George B. Storer, Fort Industry president, said when the WJBK transaction was announced that the company would sell one of its existing stations if FCC felt its ownership should not be expanded beyond its present seven stations. In line with this commitment, sale of WHIZ (1240 kc, 250 w) to O. B. Littick, president and publisher, and H. C. Littick, vice president and general manager of the Zanesville *Times-Signal*, and Ernest B. Graham, Zanesville attorney, for approximately $275,000 was subsequently agreed upon subject to FCC consent [BROADCASTING, Dec. 30].

The Commission was understood to have requested the application for the WHIZ sale before acting upon the WJBK transfer. The application is expected to be ready for filing within about two weeks. Besides WHIZ, present Fort Industry stations are WSPD Toledo, WWVA Wheeling, WGBS Miami, WAGA Atlanta, WMMN Fairmont, W. Va., and WLOK Lima, Ohio.

WJBK, on 1490 kc with 250 w, is licensed to James F. Hopkins Inc. Owners are James F. Hopkins (45%), president and general manager, and Richard A. Connell (55%), automobile distributor and real estate owner. The $550,000 sales price, a record local station figure, is exclusive of net assets at closing.

Haynes Promoted

STORRS HAYNES, former assistant to Lewis H. Titterton, vice president and radio director of Compton Adv., New York, has been appointed manager of the agency's radio department. Mr. Haynes joined Compton in May 1940. He served overseas with the Armed Forces Radio Service during the war.

49.5%
of all
Iowa radio families
"LISTEN MOST"
to
WHO
(during daytime)
11.4% to Station B!
●
50,000 Watts
DES MOINES
Free & Peters, Inc.
Representatives

"DURANTE-MOORE SHOW"
FRIDAYS 8:30 P.M.
REXALL DRUG STORES
WWL 870 on Your Dial

WWL
New Orleans
shouts its shows
on car cards
throughout the year
Folks turn first to-
WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY
THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by
The Katz Agency, Inc.

SALE CHAMBRAY

The Spartan Women
and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingberg
CBS Station for the SPARTANBURG-GREENVILLE Market

Coming
NEW ENGLAND'S
Best
Seller

Not a book . . . but a radio station with increased power! WLAW on 680 kc. is New England's BEST radio buy blanketing the vital market with 50,000 watts.

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

COMMITTEE REPORTS ON SURPLUS SALES

BLUNT criticism of the War Assets Adm. and predecessor U. S. agencies selling war surplus electronics material was voiced in a report Thursday by the House Special Committee investigating surplus property, of which former Rep. R. C. Slaughter (D-Mo.), was chairman.

"The entire electronics program from its inception has been a costly, outrageous series of inexcusable, if not fraudulent, bungling," the committee concluded. Among recommendations was amendment of the surplus property act to eliminate all priorities with the exception of U. S. agencies.

Evidence taken at hearings held Sept. 23-Oct. 4 showed that of $97,500,000 in electronics surplus sold as of July, only $29,000,000 was received with a sales cost of $9,400,000. An estimated $2,000,000,000 in electronics surplus is or will be in surplus, the committee said.

Causes of Difficulty

Causes of difficulty cited by the committee are rapidity of personnel changes; lack of adequate personnel; lack of inventory; the 10% commission plan for agencies (plus expenses), now being replaced by a flat 35% fee; consignment of readily salable items to a few favored agents; lack of profit for agents on priority sales; inability of agents to get price approval or other action from WAA; shipment of valueless material to agents.

Sales have been practically at a standstill, according to the committee, with the market for surplus electronics material rapidly vanishing.

FM FACTS

WRUN Rome, N.Y. Acquainting Its Public With Service

WHEN in Rome, (N. Y.) you'll know about FM, if the new WRUN has anything to do about it. With the opening of the station scheduled for sometime next week, the station is going all out to make the public conscious of the advantages of the new service. Features and advertisements are appearing regularly in the *Rome Sentinel*, and in addition, a column called "WRUN Quiz" is published daily.

At 20 showings during a three-week period, more than 2,500 in Rome and nearby towns have seen GE's technicolor film, "The Story of FM." After each showing, a number of the WRUN staff presents a summary of station plans, and answers questions from the audience.

There is also a continuous program of personal contacts, displays for dealers, and sessions with radio repairmen on maintenance problems. Fritz S. Updike is director of the station, with Emlyn Griffith assistant.

FINAL TERMS of contract for sponsorship of Elmer Davis (seated r) by Phillips Packing Co., Cambridge, Md., on WJZ New York Mon.-Fri. 7-7:15 p. m. beginning Jan. 6 are discussed by Mr. Davis and Albanus Phillips Jr. (with pen), vice president and general manager of the firm. Listening in on the discussion are: A. King Aitkin, partner of Aitkin-Kynett Advertising, which handles Phillips account; Michael Sweeney, ABC account executive; C. L. Doty, WJZ sales manager; and two Phillips Co. officials, Theodore Phillips, vice president, and S. Charles Walls, advertising manager and assistant to the president.

WMCA Submits Counter Offer To AFRA $115 Weekly Demand

WMCA New York executives last Thursday submitted a counter-proposal to AFRA demands for the independent station's contract for announcers at a meeting between union and station executives. The union had demanded a basic $80 minimum weekly wage with enough commercial spot announcements to bring the wage total to $115 per week. The station countered with an offer of an overall 15% weekly salary rise. Union negotiators and station officials are expected to resume negotiations today (Jan. 6).

The AFRA contract with independent New York stations WMCA and WNEW terminated Dec. 31. The contract with WINS expired Dec. 1, 1946. Negotiations with WNEW are expected to start soon.

The WINS negotiations have reached a temporary impasse and the station's AFRA members have taken a strike vote in event an agreement is not reached.

First of the two disputed points between AFRA and WINS is the salary rise. Here again AFRA has presented demands for $115 weekly wage ($80 basic salary with enough commercial spot announcements to make the $115 total). Current contract gives announcers a $54 weekly basic minimum. WINS has offered AFRA a 20% increase, which would give announcers a minimum of $65 per week, with spot fees extra, or a $100 minimum salary including spot fees. The latter offer would contain a clause having each announcer announcing six quarter-hour shows free and also doing participating shows without extra pay. BROADCASTING learned Thursday, however, that this clause may be dropped from the counter-proposal.

The other disputed point is that of AFRA's demand for a double fee on shows broadcast simultaneously on WINS and WLW Cincinnati, both owned by Crosley Inc. AFRA contends that announcers on the "two-station-network" should receive double the regular WINS fee. AFRA has already signed a one-year contract effective Oct. 1, 1946, with WHN New York which gives announcers a $70 basic salary plus enough commercial spot fees to total $115.

KRDO Plans to Go on Air Soon in Colorado Springs

KRDO, new 250 w Colorado Springs outlet, locally owned by Pikes Peak Broadcasting Co., expects to be on the air on 1240 kc the first week in February, Joe Rohrer, owner-manager, announces. The station, with offices, studios and transmitter in the Alta Vista Hotel, is licensed to operate full time.

Besides Mr. Rohrer, who for the past 12 years has been employed by KOA Denver, including nine years as control room supervisor, the KRDO staff includes:

Commercial manager, Cecil Seavey, formerly traffic manager at KFEL Denver for two and a half years and staff announcer and director of news and special events at KOA for three years; program manager, Mildred Fuller, who has had six years' experience at KFXJ Grand Junction, Col.; chief engineer, Charles Eining, who was employed as an engineer at KVOR Colorado Springs for five years before spending three years in the Navy.

CROSBY'S RADIO REVOLUTION

'Fortune' Credits Crooner With Victory Over Present Radio Policies

CREDIT for starting, singlehanded, a "real revolution in the radio industry" is given to Bing Crosby by *Fortune* magazine in a January article titled "The Great Throat." In starting the "revolution" through his transcribed show (for Philco on ABC) Crosby accomplished "something that no group of stars or corporations or politicians has been able to bring about in more than 20 years," *Fortune* says.

The profusely illustrated article on Crosby covers eight full pages and eight half pages of *Fortune*. It calls the crooner the head man of entertainment—"first in films, first on the air and first on the phonographs of his countrymen."

Top Achievement

But none of Bing's other achievements, says *Fortune*, "measures up to the magnitude of his assault on the established framework of radio. Each Wednesday night since Oct. 16, Bing has been heard in a transcribed half-hour radio program presented by Philco and its dealers over 202 American Broadcasting Co. stations and some 300 other stations. The news and the revolt and the historic potential all lie in the word 'transcribed' — the programs are recorded, before studio audiences, from six to eight weeks before they are broadcast."

Fortune calls the transcribed Crosby show "a direct attack on the radio business as constituted—or at least on the two biggest networks, NBC and CBS. It points out that both NBC and CBS have "an absolute ban on transcribed shows for big-name stars (NBC does sell many cheaper recorded programs)."

"If complete top-caliber programs can be recorded and sold directly to individual stations, what is to become of networks as networks?" It says that the "two biggest chains also know very well—and deplore—the fact that most of their top stars are not only sympathetic to Crosby's revolt but envy him; and worse, that such top draws as Fred Allen and Fibber McGee may insist next season on new contracts permitting them the same freedom of transcription."

Pointing to the fact that the *New York Times* had concluded last October that "Mr. Crosby has delivered a major if not fatal blow to the outworn and unrealistic prejudice against the recorded program" and had argued that a definite place remains for broadcasting companies as brokers of radio time, the *Fortune* article says ABC and MBS agree to this role, but that CBS and NBC are "unwilling to modify their established function without a fight." "Both," says the article, "have crammed their Wednesday night shows with flashy programs designed to be heard en bloc in an effort to keep listeners from tuning in on Bing, thus cutting down Crosby's Hooper rating."

First result of the Crosby "revolution" has been good programs, the article declares. "No Crosby program is hit or miss; if a song or a gag goes sour, something better can be dubbed in to make the program hundred-proof. The second result is that Bing is freed from the binding grind of staying put in one place for 39 weeks each year, facing two days of ordeal each week. This freedom is as much a boon to listeners as it is to Bing; somewhere in the grueling radio year every star usually goes stale under the pressure that Crosby now avoids."

Removal of Tariff Bans On Radio Exports Sought

EASING or complete removal of tariff bans on radio sets is asked by the Export Committee of the Radio Manufacturers Assn. in a petition filed with the U. S. Committee for Reciprocity Information. The committee will open tariff hearings Jan. 13 in anticipation of reciprocal trade agreement negotiations with 18 nations to be started in the spring by the State Dept.

RMA seeks reduction of trade barriers to a point where American manufacturers will have a fair opportunity to compete in world markets. It points to widespread foreign demand for American-made sets because of their superiority. Inclusion of a most-favored-nation clause is sought in all tariff agreements.

OFF THE PLATTER

ABC Personalities Contribute Recipes for WROK Book

FAVORITE DISHES of 35 stars of ABC have been compiled in a novel recipe book by Bill Traum, promotion director of WROK Rockford, Ill. The 16-page booklet, titled *Recipes of the Stars*, was done as a promotion piece for the station, and distributed to listeners through Olga Johannes, WROK home economist. WROK is now making the book available to other ABC affiliates with imprints of their own home economist and the station's call letters.

Stars whose autographs are on the cover, and whose recipes appear include: Don McNeill and his *Breakfast Club* members, Paul Whiteman, Tom Breneman, Earl Godwin, Ted Malone, Milton J. Cross, Drew Pearson, George V. Denny Jr., George Hicks, Jean Tighe, and others. Recipes are written in personal style, many with humorous comments and the story of how the star came to know the dish.

STILLWELL WILL HEAD LARSON RADIO DEPT.

REORGANIZATION of Lloyd Larson Advertising, Chicago, effective this week when articles of incorporation were filed with the Secretary of State, was announced by Lloyd Larson, company president.

Mr. Stillwell

In announcing expansion of the firm, to be known as Lloyd Larson and Assoc., Inc., with offices in its present location, 53 W. Jackson Blvd., Mr. Larson said the company was also creating a radio department to be headed by John H. (Jack) Stillwell, who joined the firm as a vice president and radio director, effective Jan. 1. Mr. Stillwell has been continuity director of WLS Chicago since his discharge from the Navy on Nov. 10, 1944.

Before joining WLS in 1937, Mr. Stillwell was associated with WIRE Indianapolis as promotion and program director and later with KTSA San Antonio as sales manager.

Ann E. Kerwin, secretary of Larson & Assoc., will continue as copy chief and account executive.

CREI Home Study Course First to Be Accredited

BOTH the correspondence and residence courses in practical radio engineering offered by the Capitol Radio Engineering Institute, Washington, D. C., have been accredited recently by the Engineers' Council for Professional Development, E. H. Rietzke, president of the Institute has announced.

The CREI home study course is the first correspondence course ever to be accredited by ECPD, according to Mr. Rietzke, who for the past two years has been a member of ECPD's technical institute committee. On this committee Mr. Rietzke serves as representative of the member schools of the National Council of Technical Schools, of which he is president.

Engineers' Council for Professional Development is a "conference organized to enhance the professional status of the engineer through the cooperative efforts" of a number of national engineering organizations.

CREI was inspected last spring by a committee of outstanding educators headed by Dr. H. P. Hammond, dean of Pennsylvania State College's school of engineering. Dean Hammond also is chairman of the ECPD technical institute committee.

KAWT to NBC

KAWT Douglas, Ariz., joined NBC Jan. 1 as a member of the Arizona group and the network's 165th station. Operating with 250 w on 1450 kc, KAWT is owned by Carleton W. Morris.

1947 A Century of Progress

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

THE NATION'S MOST MERCHANDISE-ABLE STATION

WLW
700 ON YOUR DIAL

Stage Actors Best For Work in Video

Experience in Memorizing Lines, Business Helps

STAGE actors are preferable to talent from either radio or the movies because the stage has given them experience in memorizing lines and business which the other media do not demand, Edward Sobol, senior television producer at NBC, told a meeting of American Television Society in New York.

Discussing a recent video production of the Broadway success, *Blithe Spirit*, he said that NBC had been fortunate in being able to secure a number of actors who had played in the comedy on the stage, including Leonore Corbett as the lead. But, he added, a drawback to the use of such talent is that they are so familiar with the stage version that they are apt to forget the cuts made when it is shortened for television presentation.

Before the television version was broadcast, he said, two weeks of rehearsals were held—11 days of about four hours each without cameras and then three full days of rehearsals before the video cameras. There is no comparison between television and radio in respect to rehearsals, he said, and to ask why it should take ten days or more to put on a video program when a radio program takes only four hours or so is like asking why it takes 90 days to produce a motion picture when a stage show can be ready in four weeks. They are different media, he said, and each has its own requirements.

Robert Wade, NBC television art director, described some of the problems of sets and costumes for the *Blithe Spirit* production, explaining how the single stage set was transformed into three sets for television, to inject more action into what was essentially a "talky" play, and how the costumes and makeup were designed and produced to present the ghostly effect necessary for the leading roles. He also discussed the problems of quick costume changes arising from NBC's policy of presenting dramas without intermissions, which they feel would interrupt the mood of the play.

GROUND BREAKING ceremony for new $170,000 television and FM building for Crosley Broadcasting Corp. was held last month in Clifton Heights, Cincinnati suburb. At the controls as the steam shovel made its first bite was James D. Shouse (l), Crosley president. Watching (l to r) were Carl Sinnige, designing engineer and president of Ajax Construction Co.; R. J. Rockwell, vice president in charge of engineering for Crosley; Wilfred Guenther, manager of WLWA, Crosley's FM station.

Sponsor, NBC Sued

A $2,000,000 libel suit against Bristol-Myers Co. and NBC for alleged libel and defamation of character was filed last Thursday in Cook County Circuit Court, Chicago. The suit was filed on behalf of Clifford L. Niles, a publisher of Anamosa, Iowa, and his wife, Clare Louise. The couple charged that on the Oct. 30 broadcast of *Mr. District Attorney* over WMAQ Chicago and NBC they were portrayed as "politically ambitious and disreputable characters" and were subjected to gross humiliation by their friends and neighbors. NBC in Chicago said all characters mentioned on the program were "fictitious" and no resemblance to persons living or dead was intended.

New Class B FM

CONDITIONAL GRANT for a new Class B FM station at Ashland, Ky., was issued by FCC last Monday to Ashland Broadcasting Co., licensee of WCMI, one of the Nunn Stations. The authorization is subject to further review and approval of engineering details.

Sears Roebuck's 52-week contract for 30-minute daily participation in the RAY PERKINS SHOW is another example of selling the right program to the right advertiser--an every day habit with the experienced KFEL Sales Staff directed by Mark Crandall and his alert assistant Bill Conklin.

BILL CONKLIN
KFEL
DENVER
This is Mutual
5000 WATTS

Managed by GENE O'FALLON since 1923 • Represented by BLAIR since 1937

The Lengthened Shadow of Men Who KNOW HOW From EXPERIENCE

Hallicrafters Expedition To Seek Data in Africa

WILLIAM HALLIGAN, president of Hallicrafters Co., Chicago, manufacturer of electronic equipment, this week announced the sponsorship of a scientific expedition into the heart of Africa, led by Comdr. Attilio Gatti, famous explorer.

Mr. Halligan said the Gatti Hallicrafters expedition, which will get under way in August will carry with it assignments from the U. S. Army Signal Corps, to study radio phenomena under climatic conditions ranging from snow capped mountain peaks to steaming equatorial jungles. The expedition will be in constant touch with amateur shortwave radio enthusiasts and make possible on-the-scene interviews with many little-known African tribes.

Over the Top

FOR THE THIRD successive year Bill Rea, manager of CKNW New Westminster, B. C., has gone over the top with his annual appeal for funds for British Columbia orphans. Two years ago, when the first appeal was made, $5,000 was raised, last year almost $7,000, and this year more than $7,000. In addition, more than $1,000 was spent in New Westminster, Vancouver and the surrounding districts for Christmas food hampers for old-age pensioners, Mr. Rea states.

Bill Rea

U. S. VOICES LIKED

Dudley and Monaghan Rate With British

DICK DUDLEY, NBC announcer in New York, and George Monaghan, of WOR New York, who won popularity with British radio listeners through their *Dufflebag* and *Strictly Off the Record* AFN-AEFP broadcasts when they were with the U. S. armed forces overseas, still rate high with Britishers. Mr. Dudley who left London last February, says he has been informed that the BBC Forces program recently presented a half-hour of Mr. Monoghan and himself doing the *Dufflebag* and *Strictly Off the Record* shows—at the request of British troops in North Africa.

Mr. Dudley reports that a series of 33 programs called *It's a Pleasure* which he did for BBC proved to be highly successful and that he recently got contracts for repetition on the overseas service.

Mr. Monoghan, in competition with all BBC announcers, won the poll conducted by the British publication *Melodymaker* for the best m. c. in Britain, according to Mr. Dudley.

Baseball Increases Havana's Evening Listening Audience

SIZABLE INCREASE in Havana's 6-11 p. m. listening audience occurred last month, according to the December survey conducted by the Advertisers Assn. of Cuba, which showed a listener rating of 43.12 for the five-hour period. Eight leading stations accounted for 39.35% of the total, while the other 22 local stations accounted for the remaining 3.77%.

As a part of the survey 26,174 personal calls were made to determine how many homes had radios, and the tabulations showed that 88.74% had receivers.

The increase in overall rating, the survey indicates, was the result of tremendous interest in the Winter League baseball championship games. The four stations which broadcast the games — CMW, CMBZ, COCO and CMX — accounted for 18.70 of the 43.12 total.

Monday through Saturday standings were: RHC-Cadena Azul, 9.82; CMW, 8.21; CMQ network, 6.97; CMBZ 4.69; COCO, 3.78; CMBL, 2.15; CMX, 2.02, and CMBC, 1.71.

Outstanding programs, according to the survey, were: *La Novela del Aire* (books adaptations), daily 8:30-8:55, RHC, 37.28; *Lo Que Pasa en el Mundo* (news dramatized), daily, 8:20-8:30, RHC, 29.33; *Tamakum* (mystery serial), daily 8:00-8:20, RHC, 24.31; *Kresto en el Aire* (variety with guest artists), daily 7:59-8:23, CMQ, 17.77, and *El Pregunton Musical* (Kay Kyser type show), M-T-S 7:20-7:35, CMQ, 17.75.

First Three

First three in the list of outstanding programs always have been tops among the first 25. They are sponsored by Sabates, S. A., a Procter & Gamble subsidiary. Bestov Products sponsors the *Kresto* program, while *El Pregunton Musical* is one of a series of shows presented daily by Crusellas y Cia, subsidiary of Colgate-Palmolive Peet Co.

Ratings for the three outstanding night news broadcasts were *Laboratorios Gravi*, 7:56 - 8:00 daily, RHC, 19.79; *Wampole News*, 6:24-6:28 daily, RHC, 10.38, and *Esso Reporter*, 6:25-6:30 daily, CMQ, 8.49.

CMQ had the main Sunday program (33.64 rating), Dr. Eddy Chibas speaking as the political mouthpiece of the Authentic (Government) Party from 7:59-8:27.

Comparative ratings for November, when the survey covered the hours from 9 a. m. to 6 p. m., and for December (6-11 p. m.) were as follows:

	RHC	CMW	CMQ
November	4.85	2.49	6.75
December	9.82	8.21	6.97
Totals	14.67	10.70	13.72

ESCAPEES CAUGHT

WSPA Aids in Recapture After Two Prisoners Break Jail

TWO PRISONERS who escaped from South Carolina's Union County jail about 6 a. m. Dec. 30 were recaptured at Spartanburg a few hours after WSPA Spartanburg had broadcast their descriptions.

In making their getaway the two men, Johnny Luther Freeman, 20, and Edward John Johnson, 28, charged with housebreaking, grand larceny and automobile theft, were heard by a colored trusty who awakened Sheriff Rochelle Boyle of Union County. The sheriff immediately telephoned WSPA, which broadcast an account of the escape and descriptions of Freeman and Johnson at 7, 7:45 and 9 a. m.

Meanwhile the escapees had gone to Buffalo, S. C., hired a taxicab and asked to be driven to Spartanburg. The taxi driver, who had heard WSPA broadcast the descriptions, recognized the escaped prisoners but said nothing. After he had let the two men out in Spartanburg he kept an eye on them as they went into a barber shop, then asked a bystander to telephone police headquarters. The recapture took place shortly thereafter.

In thanking WSPA for its help in apprehending the escapees Sheriff Boyle said: "You have rendered law enforcement a great service, and I appreciate it very much. It isn't the first time you have cooperated in matters of this kind, and I want you to know we are grateful."

Upcoming

Jan. 5-7: NAB Board of Directors, Mark Hopkins Hotel, San Francisco.
Jan. 6: First Formal Meeting, Hollywood Advertising Club, Knickerbocker Hotel.
Jan. 8: FM Assn. Steering Committee Meeting, Washington.
Jan. 8-9: NAB Area Meeting (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.
Jan. 10: NAB Separate Meetings (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.
Jan. 10: FM Assn., Organization Business Meeting, 10 a.m., Congressional Room, Hotel Statler, Washington.
Jan. 13-14: NAB District 14 Meeting, Hotel Utah, Salt Lake City.
Jan. 14: Don Lee Stations (5) renewal hearings, Los Angeles.
Jan. 15: NAB District 14 News Clinic, Hotel Utah, Salt Lake City.
Jan. 19-21: Mid-Winter Conference, Advertising Assn. of the West, Hotel Claremont, Oakland, Calif.
Jan. 22-24: NAB Sales Managers Executive Committee, Hotel Mayflower, Washington.
Jan. 27: NAB Employe-Employer Relations Committee, Hotel Mayflower, Washington.
Jan. 27: Resumption CBS Color Television Hearing Before FCC, Federal Court House, New York.
Jan. 27-31: American Institute of Electrical Engineers Winter Meeting, Engineering Society Bldg., New York.
Jan. 29-31: NAB Small Market Stations Executive Committee, Hotel Statler, Washington.

MANAGER of new Fort Worth independent outlet, KWBC, James Rennie (l) receives congratulations from George Cranston (r), manager of WBAP-KGKO Fort Worth. Others shown are: Jimmie Jefferies, m. c., and Bob Everson, record m.c., who broadcast the KGKO *570 Matinee* simultaneously over KGKO and KWBC to honor new station.

Warns of Low Gas

EXTREME COLD caused such a heavy drain on gas lines in the Cheyenne, Wyo., vicinity on Dec. 28 that the Cheyenne Light, Fuel & Power Co., aware that the demands were exceeding the supply, asked KFBC to explain the critical situation to Cheyenne residents and request them to turn down gas furnaces to approximately 60 degrees, limit heat to one room and turn off all gas not actually needed. KFBC made 12 announcements advising residents to conserve gas, with the result that the power company was able to maintain slight pressure in the pipelines and prevent air from getting into them. First announcement was put on the air about 3 p. m., and when normal pressure was restored in the mains about 10 p. m. KFBC told its listeners the emergency had passed.

neither too ENORMOUS....
....nor too PIGMEAN...
KTUL
COVERS THE
MONEY MARKET
OF EASTERN OKLAHOMA
Just Right!
• WRITE FOR INFORMATION
KTUL
CBS
John Esau
GENERAL MANAGER
5000 WATTS TULSA, OKLAHOMA
FREE AND PETERS, National Representatives

INSPECTING RCA plant at Camden, N. J. recently was Sir George Nelson (c), chairman of board of the English Electric Co. Ltd., of London, shown with Frank M. Folsom, executive vice president of RCA in charge of the RCA Victor Division, and several members of the two organizations. Group includes (l to r): W. W. Watts, vice president in charge of the RCA Engineering Products Dept.; Samuel B. Smith, RCA patent attorney; P. De Lazlo, attorney for the British firm; Sir George; Mr. Folsom; E. S. Dean, Pittsburgh representative of the British firm; Meade Brunet, managing director of RCA International Division.

Successful Start

TEMPORARY, initial operation by KTRN Wichita Falls, Tex., with 250 w on its FM assignment of 97.7 mc, has been most satisfactory according to report from the *Wichita Daily Times* outlet last week which stated that reception acknowledgements from surrounding towns indicate a coverage of between 20 and 25 miles. Paper is investing $150,000 in FM, will soon boost power to 3 kw and then to full 28 kw [BROADCASTING, Dec. 30].

KOIN

welcomes 1947 and eagerly accepts the responsibilities and opportunities it offers.

PORTLAND, OREGON

A

MARSHALL FIELD

Station

AVERY-KNODEL, INC.

National Representative

Milestones

STANDARD OIL Co. of Pennsylvania, for Esso gasoline, started its 10th consecutive year on KYW Philadelphia, presenting 26 news periods a week with four five-minute periods daily and two five-minute periods on Sunday. *Your Esso Reporter* features spot news bulletins, weather bulletins and motoring news.

Pioneer television outlet of Don Lee Broadcasting System W6XAO Hollywood, Dec. 23 celebrated its 15th year of operation with presentation of film cavalcade of past events and a Christmas play by True Boardman. . . . WQXR New York, early experimenter in presentation of distinct musical programming, has started its 11th year of operation.

Marguerite McEvoy, traffic department head of WTAG Worcester, Mass., is celebrating her 17th year with the station. . . . Now in his 51st year with BBDO New York is Frank M. Lawrence, agency secretary. He joined firm in 1896 when it was known as George Batten Co.

Walter Winchell, ABC commentator, has started his 15th year on air under continuous sponsorship of Andrew Jergens Co., Cincinnati. . . . Dec. 15 Edgar Bergen marked his 10th radio year. Guest on his NBC Sunday evening show for Standard Brands' Chase & Sanborn coffee was Rudy Vallee, on whose program in 1936 Mr. Bergen and Charlie McCarthy first broadcast. . . . Fred Bass this month counts his 17th milestone at CKWX Vancouver, B. C., where he is announcer and transcription librarian.

Leonard Miall has completed his first year in the U. S. as correspondent for BBC. Although airing about five newscasts to England weekly via WTOP Washington and BBC New York shortwave facilities, Mr. Miall has travelled some 18,500 miles in the U. S. during the year. . . . Bill Brown, member of the production department of CJOR Vancouver, B. C., this month celebrates his 25th year in radio.

Most Listeners Apathetic About Radio Program Quality, Sales Manager Finds

EDITOR, BROADCASTING:

Here, at our little station, we've about concluded that the *average listener* doesn't give a damn what comes out of his radio receiving set, any more than the *average man* is interested in national or world affairs, or even local affairs, that affect him personally.

We've got some pretty sound evidence upon which to base our conclusion. For 13 weeks we tried, sincerely, to find out from our listeners, just what they like, and don't like, about radio programs—and why. We asked for suggestions for improving our service and for the kind of programs they'd like to hear.

Once each week, on a floating schedule (in a good listening period) we presented a simple, well-produced, transcribed quarter-hour program called *Bouquets and Brickbats*. The "commercials" on these programs were clearly and logically presented appeals to the listeners to tell us just exactly what's wrong—or right—with all types of radio programs—music, news, drama, variety shows, etc. No prizes were offered for the best letters—the listeners were not urged to send us "bouquets" (the contrary, in fact)—we wanted no accusations of attempting to "lead the witness" leveled at us.

Yet, the *total response* from these 13 programs was exactly 14 letters and post cards. We searched in vain through this avalanche of mail, for a constructive suggestion, or an intelligent criticism. One of the respondents was an illiterate crank, griping about beer ads on the air. One of them liked everything. A couple objected to singing commercials. One didn't like soap operas and children's programs. One liked programs that offered prizes. Just one told us what kind of programs she liked, specifically.

Just Average People

That's the reason we say average *listeners* are just average *people*, with simple tastes, afflicted with a huge mental and physical inertia.

That's also the reason we say, if anybody thinks that radio is not doing a job that is satisfactory to its listeners, just let him ask the listeners. Yeah, ask 'em—and *try* to get 'em to *answer!* Just as we did, with our *Bouquets and Brickbats*. You'll find, as we did, that the vast majority of Mr. and Mrs. John Q. Public either just doesn't give a damn—or is too lazy to think.

However, we can tell you how you can get a deluge of mail. Just set aside one full broadcasting day—and feed the listeners 18 solid hours of "public service" and "uplift" programs. You'll get mail, phone calls, telegrams, personal insults—thousands of 'em! There's no charge for this idea—it's an ill-will offering.

In conclusion, let me offer, to any and all stations which want a sure-fire formula for NOT getting a great volume of mail from its listeners, copies of all our *Bouquets and Brickbats* scripts. You're welcome! Maybe *your* listeners will tell *you* what's wrong—or right—with radio. *Ours* wouldn't.

One more observation. Could it be that my first conclusion was reached too hastily? Maybe Mr. and Mrs. John Q. Public *do* give a damn. Maybe they're just tickled pink with the *status quo*.

At any rate, it looks as if we'll have to continue building our own local programs, without help from our listeners. Tsk! Tsk! Tsk!

G. F. "Red" BAUER
Sales Manager
Radio Station WINN
Louisville, Ky.

SELLING COURSE

Palmer Co. Plans Radio Sales Training for 100 Feb. 24-26

INTENSIVE COURSE in the basic principles of radio selling will be offered Feb. 24, 25 and 26 at Hotel Gibson in Cincinnati by the Fred A. Palmer Co., consultants on radio station management and operation, Fred A. Palmer, president of the firm, announces.

Attendance will be limited to the first 100 who submit applications, Mr. Palmer says, and the plan is to have general sessions for the entire group each morning, with two 45-minute lectures by instructors, followed by 45-minute instructor sales demonstrations. In the afternoons the group will be divided into six small clinics for actual demonstrations of selling on assigned subjects by students. These demonstrations then will be discussed and criticized.

Among those who already have consented to serve as instructors are: Kenneth Church, executive vice president of WCKY Cincinnati; Charles C. Caley, executive vice president of WMBD Peoria; Fred Weber, partner, WDSU New Orleans; Clark A. Luther, national sales manager, KFH Wichita; J. W. Knodel, partner, Avery-Knodel Co., and Mr. Palmer, head of the Fred A. Palmer Co.

Commenting on the radio selling course, Mr. Palmer said: "This idea did not originate with us, but from a midwestern station which asked us if we could arrange such a school, due to the fact that they had such a chronic shortage of salesmen."

ARRIVAL of the stork at the home of Carl George (l), assistant general manager of WGAR Cleveland, was occasion for Mr. George to offer cigar and a light to Dave Baylor (r), WGAR program director. The youngster was the Georges' third, a daughter, Carol.

Breslin to Pearson

Mr. Breslin

FRANK BRESLIN, for the past year and a half associated with Young & Rubicam, New York, as a time buyer and prior to that with NBC sales service department, has resigned from the agency to join the New York office of John E. Pearson Co., station representative, as an account executive, effective Jan. 6. Mr. Breslin has bought radio time for such accounts as Gulf Oil Co., Petri Wines, Goodyear Tire & Rubber Co., Borden Co. and several other accounts. No replacement will be made and his former duties will be divided among the agency's staff of timebuyers.

FREE TIME OFFER

WRVA Richmond Uses Coupon Plan for Barn Dance

WRVA Richmond, Va., is offering free time as a part of its promotion of its five-day (Monday through Friday) hour-long show, *Old Dominion Barn Dance*. Advertising announcing the offer includes a coupon which entitles anyone who accepts the offer to one free participation in the *Barn Dance* program.

Barron Howard, WRVA manager, says the new technique was adopted to get over the story of the *Barn Dance*. "We are using the old principle of an offer in the headline with a coupon at the bottom of the page, assuring high readership of long copy," he says. "In addition to high readership," Mr. Howard continues, "we expect the campaign to produce a certain amount of word-of-mouth comment and possibly controversy. We also hope that it may put us in touch with a few prospective clients who live off the beaten paths."

The advertisement announces that the coupon for the free time is worth $26.50—"nothing to buy, nothing to pay."

Preview of Network Audience Report Now Being Developed Given by Hooper

PREVIEW of a network audience report that will show the total number of U. S. homes listening to any national network program was given by C. E. Hooper, president of the audience measurement organization of that name, to some 200 radio executives attending a Hooper client session in New York's Biltmore Hotel.

The new report is still in the process of development, Mr. Hooper said, but is expected to be ready for use by the end of 1947. In addition to total audience figures, the national report will show Hooperatings for cities of 100,000 population and over, cities between 2,500 and 100,000, towns of under 2,500 and farm homes, and an all-inclusive national rating. These figures, he explained, will cover all homes, not merely the telephone homes used in the present program ratings which cover only the 33 cities where all networks have local coverage.

By applying his time and talent costs to the national audience for his network program the advertiser will be able from the proposed report to calculate his cost per listening home, Mr. Hooper said.

The present network Hooperatings, Mr. Hooper said, are measurements of program popularity and not of network or station strength. To determine what network is best for his program, the buyer must study coverage maps, radio home breakdowns by city and county, retail sales and population and employment data and, of course, the rate cards, in addition to the program data supplied by his Hooper reports.

Illustrating Mr. Hooper's statement that engineering as well as program data is needed in the selection of stations and networks, Norman Boggs, general manager of WLOL Minneapolis-St. Paul, showed the group maps of the Twin Cities with the 25 milivolt line of each station. He read the share of audience index figures for each station, showing how, while they all cover both cities, their audiences varied between the two in direct proportion with the strength of their signals. Stations whose transmitters are nearer Minneapolis had larger audiences in that city, those with transmitters nearer St. Paul had larger audiences there.

CHILDREN'S PROGRAMS REBUKED

New York United Parents Assn. Discusses Use of Radio for Youth

"IS RADIO Meeting the Needs of Our Children?" was the topic of a symposium sponsored in New York City by the United Parents Assn., a group of parents whose children attend the city schools.

Mrs. Rose Kobert, chairman of the radio committee of the association, lashed out at radio's "lack of suitable programs for children." Citing several programs as being exemplary of good children's programs, Mrs. Kobert said that more time should be devoted to presenting such radio shows as *Superman*, *Times Youth Forum*, and *The American School of the Air*. She then introduced Robert Hudson, educational director of WCBS, New York, who presided over the panel of seven during the evening.

James F. McAndrew, co-ordinator of radio broadcasting for the New York City Board of Education, told the audience of 500 parents that "Radios should be a standard piece of equipment in every school room, just as is a blackboard."

Not Geared to Needs

Mrs. Nathan Straus, director of educational programs for WMCA New York, said that "too many children listen to adult programs which are not geared to meet their needs."

Mrs. Josette Frank, educational associate on radio and books of the Child Study Assn., said that radio programs are meeting children's needs.

Grace Johnson, director of women's and children's programs for ABC, outlined the standards by which children's programs are chosen. She felt that her network "is trying to teach morals and law to children."

Dr. Charles E. Siepmann, New York U. professor and author of *Radio's Second Chance*, was the final speaker of the evening. He said "Radio is doing a bad job for adults as well as children." Dr. Siepmann blamed advertisers for choosing bad programs and said that a "definite plan of action should be outlined."

Thornton to KOCS

Mr. Thornton

KENNETH H. THORNTON, vice president and general manager of Valradio Inc., operator of KXO El Centro, Calif., has resigned to join KOCS, new 250 w Ontario, Calif., station on 1510 kc which expects to start operation about Feb. 1. Mr. Thornton, with KXO for six years, has been in radio since 1929. Operating on both AM and FM simultaneously, station is licensed to *The Ontario Daily Report*, with Jerene Harnish, editor and publisher.

WINN
LOUISVILLE
Home of the
Kentucky Derby
AMERICAN
WINN
BROADCASTING COMPANY
Represented by
BROADCAST SALES COMPANY
New York and Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco
★
HARRY McTIGUE
General Manager

The Shortest Route
To Results in
This Area Is Via
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
Contact
JOS. WEED & CO.
350 Madison Ave., New York
5000 WATTS
SOON!

DOES THE JOB ALONE
WOW
NBC ON 590 OMAHA
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

FOR THE
"World's Best
Coverage of
the World's
Biggest News"
UNITED
PRESS

ONE OF THE GREAT STATIONS
OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC

Lyford Advances Organization Plan

NBC Executive Charts Are 'Ideal' Set-Up For Stations

By E. B. LYFORD
Assistant Manager,
NBC Station Relations Dept.

A SHORT time ago I was asked to speak before Columbia U.'s "Basic Course in Radio Broadcasting" on the general subject of radio station operation. As part of this talk I prepared for the students an organization chart for a typical radio station, borrowing liberally from a similar chart reproduced in the May 27, 1946, issue of BROADCASTING in connection with an article by Lewis F. Sargent.

Regular readers of BROADCASTING will notice many points of similarity. But, where Mr. Sargent's chart was theoretical and more than a shade idealistic, mine is strictly practical and functional—and I believe much closer to actuality. My thought in submitting it is that it may serve to "close the file" on the discussion started by Mr. Sargent and carried on in the June 17 issue by Lynne Smeby.

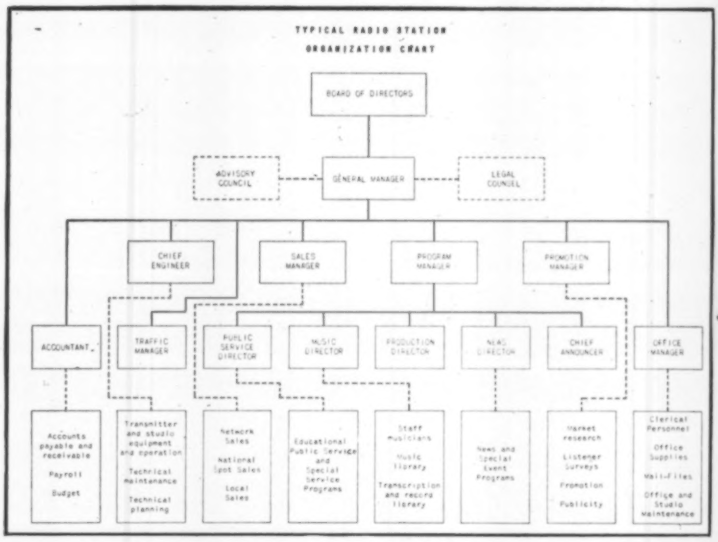
In the explanation of this chart I also admit to the borrowing of some of the apt phrases of Mr. Smeby's article. The Board of Directors and Station Manager, together with the (optional) Advisory Council and Legal Counsel, were lumped together and described as the administrative level. The chief engineer and the sales, program and promotion managers were designated as the staff level. The third row of boxes on the chart, starting with the accountant and ending with the office manager, was referred to as the operational level. Lines lead from the staff and operational levels to the bottom row of boxes, wherein are designated the *functions* of the various jobs.

I could not agree with Mr. Sargent that the program director should be given supervision over all other functional departments. Sure, we are all in the show business, and programming *is* important. But engineering is equally important, if we are going to get these programs on the air properly. And sales are important, if the program manager expects to have his salary paid regularly. As Mr. Frank E. Mullen, executive vice president of NBC, said in an address recently, "The *best* service that broadcasting can do for the American public is to stay solvent." If it doesn't do that, and doesn't stay in business, then all the efforts of the program manager and everyone else will go for naught.

There may be some room for debate about including the promotion manager on the staff level. If I had drawn this chart five years ago, I probably would have shown him down on the operational level, reporting to the sales or program manager, but in recent years the job of publicity and promotion has become increasingly important in most of the leading stations. Come to think of it, perhaps that is putting it the wrong way around—it could be that they are the leading stations *because* they have stressed the importance of the promotional job. Whichever way that may be, there is little doubt that, in the present-day set-up, the promotion manager deserves staff level rank.

Obviously, this chart shows too many divisions and too many jobs for the average local-station set-up. In the usual 250-watter, the general manager may and often is his own owner and/or board of directors. He usually doubles, too, as either sales or program manager—and sometimes as both. The chief engineer doubles as a regular operator and, too often, the promotion job (if any) is handled by anyone around the place who isn't too busy with other things.

When we get into the operation of moderate-sized regional stations, I believe the accompanying chart shows just about the ideal set-up and fairly represents the average. At least, it does in the case of several representative, well-run regionals with which I am familiar. Of course, by the time we get up to the 50-kilowatters, almost everyone on the staff level is apt to be a vice president in charge of this or that, with assistants and "assistants-to" showing up all over any chart you attempt to draw. But the framework — the essence of their organization — remains the same.


TYPICAL RADIO STATION
ORGANIZATION CHART
BOARD OF DIRECTORS
ADVISORY COUNCIL
GENERAL MANAGER
LEGAL COUNSEL
CHIEF ENGINEER
SALES MANAGER
PROGRAM MANAGER
PROMOTION MANAGER
ACCOUNTANT
TRAFFIC MANAGER
PUBLIC SERVICE DIRECTOR
MUSIC DIRECTOR
PRODUCTION DIRECTOR
NEWS DIRECTOR
CHIEF ANNOUNCER
OFFICE MANAGER
Accounts payable and receivable
Payroll
Budget
Transmitter and studio equipment and operation
Technical maintenance
Technical planning
Network Sales
National Spot Sales
Local Sales
Educational Public Service and Special Service Programs
Staff musicians
Music library
Transcription and record library
News and Special Event Programs
Market research
Listener Surveys
Promotion
Publicity
Clerical Personnel
Office Supplies
Mail-Files
Office and Studio Maintenance

STAFF composed entirely of veterans began operation of WCTC, new station at New Brunswick, N. J., on Dec. 12. Owned by Chanticleer Broadcasting Co. of New Brunswick, WCTC is operating with 250 w on 1450 kc. Front row (l to r): Robert L. Williams, chief engineer, formerly USN; James L. Howe, president of Chanticleer Broadcasting Co., U. S. Army; Jerome H. Baker, program director, Army. Rear (l to r): Richard J. Mercer, continuity writer, Navy Air Corps; John S. Ward, engineering staff, Army; Robert Bell, announcer, Army; Ed Derryberry, sales manager, Army Air Corps; Frank Weingart, assistant sales manager, American Red Cross.

RADIO CONFUSION IN CHINA

Unlisted 5-watters Fill the Air; Two Big Transmitters Soon to Operate

By JESSIE E. STEARNS

DUE TO confusion within the Chinese Nationalist government, no one seems to know the fate of some 50-odd unregistered commercial broadcasting stations in Shanghai. Last May the figure was 106. Majority are 5-watters installed in basements. They do nothing else but advertise their own products and maybe some announcements following a record for one who pays cash.

Miss Stearns

Radio is managed by the Central Broadcasting Administration (CBA) in Nanking, capital of China, which owns and operates all official stations scattered over China.

In Chungking during the war years, American radio correspondents demonstrated the importance of programming. They were astounded when NBC or CBS would spend hundreds of dollars sending cables back and forth ordering facilities in San Francisco, Manila or Honolulu to relay, and in using Chinese equipment in Chungking to send out a "three-minute spot."

In 1944 CBA sent engineers to America to study radio engineering but still no program personnel was sent abroad.

Foreign Stations

When the Communists in 1945 cried loudly for participation in the government and radio as partisan mouthpiece was a target for political assault, CBA officials talked about going commercial and organizing CBA along the BBC lines as a semi-official enterprise and at the same time selling radio time as in United States.

Since the new trade treaty with United States, the Chinese Government has compromised and will permit a few foreign stations to operate. In Shanghai there is XMHA, former AFRS outlet and once used by the Japanese for propaganda purposes. The Tass News Agency operates XRVN stating it is the only Soviet station operating outside of USSR. A French station of long standing still broadcasts limited hours.

The Directorate General of Teleommunications handles all comnercial stations in China with ten tations being allowed to each 30-dd provinces. Five of the ten tations may be commercial with ower from 50 to 500 kw on meium frequencies and the remaing five are operated by the city vernment. Fifteen commercial ations are alloted to Shanghai. The provincial government stations are financed by the provincial government and the advertisements range from nylon hose (which were selling on the black market in November at $10 a pair) to movies.

BEFORE the war Miss Stearns worked at KQW and KYA San Francisco. Joining WAC she was sent to Fort George G. Meade, Md., for a year, then into the Pacific with AFRS. She filled all sorts of radio and publicity roles in New Guinea, Manila and the Jungle Network, later known as Far Eastern Network. At Shanghai she was at XMHA, AFRS outlet. She has an offer from XMHA, now commercial, to serve as program director.

Format of all programs must be submitted to the CBA for censorship or approval, with listening stations checking at intervals.

The technical side of Chinese radio is handled by the Ministry of Communications.

XGOA Nanking, with 10,000 w, and XORA Shanghai, 5,000 w, are the two largest stations in China. Other stations are located at Kunming, Peiping, Foochow, Chungking, Canton, Changchun, Hanchow, Tihwa and Kweisui, with power varying from 50 w upward and operating on medium and shortwave frequencies. Broadcasting starts at noon remaining on air until midnight.

Commercial stations operate on unlimited time with licenses issued by Ministry of Communications. Call letters granted to China are XGA- to XUZ- with frequencies from 500 to 1600 kc.

Armed Forces Radio stations have popularized western music and when twisting the dial in contrast to the sing-song of Chinese operas you hear our familiar songs played by Chinese instruments.

It is estimated there are 200,000 radios in China with 60,000 owned by Americans living in Shanghai. Estimated population is 400,000,000—one radio to 2,000 people.

Three Armed Forces Radio stations are operating in China: XMAG Nanking, XROY Peiping and XBOR Tienstin. AFRS has promoted much goodwill in foreign relations. XMHA, American owned station in Shanghai, continues to use AFRS transcriptions for the few remaining troops in Shanghai area. Co-managers are former GIs—Newscaster Bill Conine and Jerry McAllister. Cost of a one-hour show daily for one month is $130 U. S. currency.

China knows the possibilities of radio and knows it is too important to be used as a political toy. Two 20 kw stations ordered from United States will be installed at Nanking soon.

FTC Thanks Radio For Its Assistance

Has Aided in Eliminating Misleading Advertising

BROADCASTERS have shown a desire to aid in elimination of false and misleading advertising, the Federal Trade Commission said in its annual report made public Friday, in acknowledging cooperation from networks, stations and transcription producers.

During the fiscal year ended June 30, 1946 the FTC examined 518,000 commercial broadcast continuities, of which 8,399 were designated for further study to determine if claims might be false or misleading.

The Commission said that "in cases where the advertising was determined to be false or misleading, and where circumstances warranted, the advertisers were extended the privilege of executing stipulations to cease and desist from the practices involved." Analysis of the questioned advertisements, which were assembled in 915 cases and given legal review, disclosed that they pertained to 952 commodities.

During the fiscal year, FTC reported, 23 of 96 stipulations signed by cited firms covered false claims made in radio and periodical advertising. Its examinations of periodical advertising covered 1,667 editions of newspapers, 28 issues of domestic foreign-language publications, 1,033 issues of magazines and farm and trade journals, and mail-order catalogs and circulars totaling 11,731 pages. An average of 4,547 pages of radio script was read each working day. In all, 371,000 periodical advertisements were examined.

Leading group among questioned commodities was the drug classification, including 65.5% of all items questioned. Others were cosmetics 14.4%; food (human) 2.2%; curative devices 1.8% food (animal) 1.4%; other products 14.7%.

In its report the FTC reviewed the reorganization of its divisions and functions last August, in accordance with the plan approved by President Truman. This plan provides for industrywide investigations to replace the individual company and public complaint procedure.

Consumer Record

CONSUMER spending in 1946 reached an alltime record of $127,000,000,000 for goods and services, about 20% above 1945 and 70% above 1941, prewar peak, according to the Dept. of Commerce. Expenditures for nondurable goods are high in relation to income, the department found, though deficiencies still exist in sales of durable goods and many services. Sales of all retail stores in 1946 were $96,000,000,000, 25% above 1945 and 75% above 1941.

KFXJ

Has come of age!

Next week we celebrate our twenty-first birthday. Since 1926 . . . same ownership . . . same management.

THE VOICE OF WESTERN COLORADO in GRAND JUNCTION

920 k.c.—MBS—1000 watts

KROD

VOICE OF CBS IN THE SOUTHWEST... GIVES THE *Only* COMPLETE COVERAGE OF THE *El Paso* MARKET

600 KC ● 1000 WATTS

National Representatives: Taylor-Howe-Snowden

WFMJ SELLS The Rich Mahoning Valley

Ohio's Third Market at less cost—affiliate of the American Network.

Ask HEADLEY-REED

WFMJ YOUNGSTOWN, OHIO

By actual survey

TORONTO'S MOST LISTENED-TO STATION

DIAL 580

CKEY

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager for new midwest radio station. Must be presently employed as manager or assistant. Write detailed letter of qualification and starting salary. Box 305, BROADCASTING.

Wanted immediately—Announcer. Send complete details and picture first letter. Box 453, BROADCASTING.

All positions open for new full time station. Probably will start operations in about six months in major market. Veterans given preference. Above average salaries. Replies confidential. Box 458, BROADCASTING.

Radio news man: Opportunity for energetic reporter, preferably experienced in gathering and writing local news and in selling and servicing local advertising accounts. Good radio voice and own auto essential. Write full details and give three references in first letter. Box 463, BROADCASTING.

Chief engineer. Young, capable, with sound practical experience backed by thorough knowledge. Reasonable salary, with chance to grow as this local, network-affiliated in midwest expands into FM and develops into one of the nation's finest stations. Only stable men with proven dependability who seek permanency will be considered. State full details first letter. Write Box 476, BROADCASTING.

FOR SALE

New unused

5 kilowatt transmitter

Available now—one Western Electric 405B-2 5 kw transmitter for operation from 230 volts, 60 cycle, 3 ph, complete with oscillators, vacuum tubes, voltage regulator, control console and three inch RCA oscilloscope to be used in adjustments. Request for increased power makes this unit inapplicable to our need. For complete details contact: C. K. Beaver, General Manager, Radio Station KTBS, telephone 3-3673, Shreveport, Louisiana.

SPORTS TEAM—BOTH VETS

Experienced working together for national accounts—play by play, commercials—all sports—daily reviews—now doing sports in large eastern city, so will consider only big deal.

BOX 475, BROADCASTING

Experienced Manager Wanted

New progressive daytime kilowatt station in Arlington, Virginia has an opening for station manager experienced all phases station operation and public relations. Applicant will be expected to participate actively in civic affairs. Excellent opportunity for right man. Send photograph and full particulars including salary requirements to Station WEAM, Arlington, Virginia.

PROMOTION MANAGER WANTED

Promotion manager required immediately for NBC station in large eastern city. Please state full qualifications and background in letter. Box 514, BROADCASTING.

For sale—Power reducing equipment complete for 1000-500 watt operation—Western Electric 443-A transmitter.

Mayfield Broadcasting Co., Inc.,
Mayfield, Kentucky

Help Wanted (Con't)

Engineers: First class license 1 kw day 10 kw FM. All details first letter, experience, salary, family, etc., to Chief Engineer, WHTN, Box 1957, Huntington, W. Va.

Northwest Radio Academy, 906 E. John Street, Seattle 2, Washington, trains combination men. Announcing and first phone ticket. G.I. accredited.

Transmitter engineer for progressive NBC affiliate in upstate New York. Good working conditions. Send qualifications at once to Box 492, BROADCASTING.

Wanted: An ambitious and aggressive time salesman for network station in large New England market. This job requires an experienced man with a proven sales record in selling and developing local business. Excellent opportunity at this growing station depending upon your ability. Salesmen at this progressive station receive strong program and promotional support. Good salary to start, with commission and bonus arrangement. Please give full details in replying to Box 494, BROADCASTING.

Production director for Rocky Mountain NBC station soon increasing power to 5 kw and installing FM. Prefer man from west of Mississippi capable of versatile announcing. State desired salary, supply photo, references. Car necessary. Box 495, BROADCASTING.

Southern station desires an announcer, an engineer with first class ticket who can announce part time, and a woman or man capable of programming and writing copy. Send complete details, plus desired salary. Box 499, BROADCASTING.

Wanted—One experienced announcer. Personal interview desired. Radio Station WBUY, Lexington, North Carolina.

Program director—New 1,000 watt station opening about January 15. WCPS, Tarboro, N. C.

Richmond, Virginia new daytime kilowatt on 720 kc now accepting applications chief engineer, program director, announcers, control operators, continuity, reporters, disc jockeys. Veterans preferred. State full details, including starting salary with photo, disc, etc. D. H. Robertson, 418 Lyric Bldg., Radio Virginia.

Two first class ticket combination operator-announcers for new station located in heart of hunting and fishing country. Housing guaranteed. Dry climate. KPRK, Livingston, Montana.

Announcer with first class license. $250 per month plus bonus. Send transcription, snapshot reference. KXLE Ellensburg, Washington.

Two transmitter operators wanted at brand new 250 watt CBS affiliate in the sunny southwest. Jobs open immediately. Wire or write Ed Talbott, KOSA, Odessa, Texas.

Help Wanted (Con't)

Salary is good, working conditions more than agreeable, advancement possibilities over average, if you are an operator-announcer "looking". Send all replies and voice audition immediately. KXLF, Butte, Montana.

Operator—First class, announcing experience desirable. **State** experience, training, salary, full details first letter to KXLJ, Helena, Montana.

Wanted—Experienced salesman for 250 watt station. Give complete details first letter. Manager, KXLK, Great Falls, Montana.

Continuity writer—Need not be a Corwin, but must be experienced in turning out good spot announcements. Call or wire collect Mr. Ritter, WSAM, Saginaw, Michigan.

We have 61 openings to fill! Announcers with 1st class radiotelephone licenses. U. S. and overseas! Radio's Reliable Resources, Personnel Service, Box 413, Philadelphia.

Two announcers with control room experience; one combination engineer-announcer; two engineers, salesman, for new progressive South Florida station. Box 509, BROADCASTING.

Sales manager—Immediate opening, 250 watt midwest network station. Young, single, veteran preferred. Write qualifications, experience. Box 480, BROADCASTING.

Engineer—For permanent or part time position with Washington consultant. Must be capable of handling all types of field work, adjusting multi-element directional systems and completing proofs of performance. State detailed qualifications and salary required. Box 485, BROADCASTING.

Excellent sales opportunity for experienced time-salesman. Now open at Radio Station **WINX**, Washington, D. C. Write L. C. Sweatt full details.

Two combination operator-announcers, first class tickets, good voices. Contact immediately giving details and forwarding audition disc. Manager, KBOW, Butte, Montana.

Announcers needed for new 250 watt local. Also need experienced play by play sports man. State full information on background, experience, and expected salary in first letter. Box 513, BROADCASTING.

Announcer for early morning shift. Good working conditions. Free insurance, paid vacation, two bonuses yearly. Send transcription, full details, picture, salary requirement first letter. Berton Sonis, WCHS, Charleston, W. Va.

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If you want to purchase or sell a radio property—

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Situations Wanted

Anybody need a good production man? I'm open to propositions. Thoroughly experienced all phases radio. I've ground out copy, announced, produced, handled promotion work, and even sold a little. Presently employed at metropolitan network outlet. Drop a note to Box 479, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Announcer, highly qualified, versatile, large station experience. Veteran. Also background professional writer, broadway actor, news-editor-commentator. Seeks job within 200 miles New York. Transcription available. Box 465, BROADCASTING.

Station manager available. Successful record of administrative, sales, public relations, programming, personnel and civic activity. Excellent reputation and references. Reliable and permanent. Box 470, BROADCASTING.

Program director—Thoroughly experienced in programming station operation, handling staff. Excellent writer-producer. Wizard with records and transcriptions. Know music. Good references. Box 482, BROADCASTING.

Writer-producer—Network and regional experience. Capable of heading continuity or production staff or becoming part of present staff. Good commercial man with fresh ideas, who can turn out a volume of quality work. Box 483, BROADCASTING.

WANTED

Announcer—Technician

. . . A man with plenty of technical savvy and a good voice. A forty hour work week pays three hundred twelve dollars per month, time and a half for overtime. Our organization knows of this ad. Send complete background on knowledge and experience by airmail.

BOX 507, BROADCASTING

FOR SALE

250 Watt Station

Complete property for operation under one roof. Land, building, self-supporting tower in good condition and now in use. It is located on Pacific Coast in 1-station city with 1940 retail sales $20,000,000. In country.
Present owner going to higher power. Purchaser to apply to FCC for new frequency.

Ready for Use

As is and where is in about 60 days.

Box 506, Broadcasting

WANTED

PARTNER OR ORGANIZATION

to help sell

NEW—EXCLUSIVE—"NAME"

RADIO PROPERTIES

(network & transcribed)

Box 515, BROADCASTING

Situations Wanted (Cont'd)

Program director, ten years experience from 250 to 10,000 watts, all phases programming and broadcasting. Good voice, pianist, age 32, family, veteran. Opportunity primary, salary, location secondary. W. R. Johnston Jr., WCOA, Box 1669, Pensacola, Fla.

General manager or commercial manager available. Rare creature, native Californian. Desirous returning to west coast. Proven ability. Veteran Marine Corps this war. Like to earn what I get. 18 years experience in all phases commercial broadcasting but not an old man. Believe in making money for both owners and myself. Box 489, BROADCASTING.

Program director? Experienced in all phases of production. Age 36, stable, married. Desire permanent position as program director or assistant manager in western station. Now employed CBS affiliate. Box 490, BROADCASTING.

East coast opening desired by experienced newscaster, announcer, scripter. All offers considered. Box 491, BROADCASTING.

Nine years announcing, programming, writing, merchandising, and promotion. Some selling. Good musician and hillbilly emcee. Terrific mailpull. State all including salary. Box 493, BROADCASTING.

Announcer, farm and news specialty, desires immediate placement. Write for ET. Harry Caldwell, 12001 Magnolia Blvd., North Hollywood, California.

Engineer — Twelve years experience, AM/FM desires chief engineer position; thoroughly experienced in construction, maintenance, operation all types equipment. Box 496, BROADCASTING.

Long on ambition, but a bit short on experience. Young announcer wants to start the new year by working with and for a progressive station. Good voice, good delivery. Good all around man. Graduate announcers school Radio City plus Armed Forces radio. Box 497, BROADCASTING.

Engineer 1st phone, desires position as chief engineer with new or progressive station in southwest. Single, three years experience, college graduate. Box 498, BROADCASTING.

Sports announcer . . . play by play, outstanding sports show. Box 500, BROADCASTING.

Chief engineer, veteran. Twelve years experience. Broadcast installation, operation, maintenance. Phone first. Desires upstate New York. Box 501, BROADCASTING.

Experienced announcer, well qualified, desires permanent position. Vet, 23, single. Box 502, BROADCASTING.

Program director. Strong on production and saleable ideas. Box 503, BROADCASTING.

Executive—17 years personnel, production, programming. Want to develop small station. Ideas, versatility, can make the most of what you've got. Excellent organizer, administrator. Locate anywhere. Top references. Veteran, married, 38. Box 504, BROADCASTING.

Announcer seeks position with progressive station. Eastern station preferred. News, sports, disc shows, good commercials. Single, available immediately. Leo Maller, 14 Maujer St., Brooklyn 6, N. Y.

Announcer, bright ideas, versatile, college, single. 2 years experience N. Y. station. Commercials, newscasting, narration, production. Will travel. Box 468, BROADCASTING.

Available—Class A program director—woman with 21 years experience in all phases of radio production. Interested in opportunity for public service-public relations in community as well as building saleable shows. Will accept any U. S. locale. Minimum salary, $300.00 per month. Box 508, BROADCASTING.

Ambitious young married couple. Announcer-staff, sports: 3 years college radio. Presently employed with production department NYC station. Vocalist: Had own 13 week program on large NYC station. Both are not afraid of extra station work and like to grow with new station staff. $115 for both. Box 511, BROADCASTING.

ATTENTION—N Y C area!

Top-flight announcer-producer available thru

Radio's RELIABLE Resources

P. O. Box 413, Philadelphia 5.

Situations Wanted (Cont'd)

Announcer—disc M.C. 4 years experience including production, control room operation. 2 years college. Desires permanent change to midwest. Top references. Wire, phone or write Don Laiffer, WSSV, Petersburg, Virginia.

Operator-announcer. First ticket, twelve years radio, home talent production, entertainer, musician, ad lib, emcee, remotes, programming, proof of mail pull. References. Herbert Leach, Fairmont, Indiana.

Capable, experienced announcer, seeks position with future. Box 510, BROADCASTING.

Man with excellent administrative and promotional experience plus fine musical background desires connection with agency or station as program-production manager. Outstanding references. Box 414, BROADCASTING.

Experience counts! Here's mine. 2½ years chief engineer NBC affiliate. 2½ years program director NBC affiliate. Experienced continuity writer. 1 year radio theory instructor. 1 year air lines radio station. 3 years ship radio officer. Prefer employment southern or western station. Address Box 435, BROADCASTING.

Engineer, experienced. Studios, transmitters, recording. Make offer. Box 456, BROADCASTING.

Situation wanted: Program director, five years in radio, metropolitan and local, age 35, married, available in two weeks, prefer North Carolina or Virginia, or where housing available. Box 460, BROADCASTING.

Engineer. Experienced, veteran. First phone. Want to work in northeast. Married. If possible, would like to invest in station. Box 461, BROADCASTING.

Chief engineer desires change. Experienced AM and FM design, construction, maintenance, operation, and directional antennas. Technical college graduate with first class license. Box 477, BROADCASTING.

Program director-announcer—employed. Will change for station within 300 miles of N. Y. Base plus talent must equal $4000. Box 478, BROADCASTING.

Crackerjack reporter, rewrite, features, 2½ years comprehensive newspaper experience. University graduate seeks position with station or agency. Box 486, BROADCASTING.

Do you need a hypo for your hooper? Disc jockey and newscaster now available. 8 years experience handling all types of assignments. If you're not interested in making money for your station don't answer this. Box 487, BROADCASTING.

Girl wishes position in music dept. of Washington, D. C. or New York City station. One year experience assistant program planner. Music college and instrumental training. Excellent references. Address Box 516, BROADCASTING.

Sports announcer. Veteran, married. Experienced in all major sports. Excellent references. Box 517, BROADCASTING.

For sale—Services of experienced male continuity writer. Lively commercial copy that sells! Box 518, BROADCASTING.

For Sale

Immediate delivery, copper ribbon for grounds, ½x.063, 32c lb; brand new ⅞" soft copper coaxial tubing, 00 ft lengths, 70c ft; 16 ft radar tower sections, 19 inches square, $15 each; automatic dry air dehydrator units for up to 6" coaxials 600 ft long, $200. Electronic Service Co., 431 W. Jefferson, Louisville, Kentucky.

Progressive and experienced radio man wants to progress to another market. Background consists of two years as time salesman, one year as sales manager and three years as commercial manager and assistant to the president and general manager. Interested in position as commercial manager or general manager. Will go anyplace in the United States, but prefer southwest. Age 39, married, veteran, furnish high business and personal references. Box 481, BROADCASTING.

For Sale (Cont'd)

Gates C. B. turntable complete in cabinet with professional pick-up and orthocoustic filter—for $250.00. KGDM, Stockton, California.

Television broadcast equipment—Available for immediate delivery new guaranteed studio equipment for 525 line Black & White RMA Standarads. Synchronizing pulse generators, monoscopes and monitors. Camera mixing amplifiers. Polarad Electronics Company, 135C Liberty Street, New York 6, N. Y.

2—Pole type transformers 2.5 KVA 220-440, 3300-6600 volts, $100.00. 8—.004 MFD 12.5 KV heavy duty condensers, $120.00. 2—279 A WE tubes, $150.00. 3—279 A WE tube envelopes, $75.00. 1—MFD. 600 V condenser, 2—.001 mfd condenser, 1—0-2.5 amp. R.F. ammeters (triplett), 1—010 2.5 amp R.F. ammeter (Weston), 1—0-15 volt A.C. voltmeter, 1—0-500 V. D.C. Weston with multiplier, 1—0-2.5 amp R.F. ammeter (Weston), 1—30 h 1 amp choke and 1—5V transformer—all for $368.28. Box 484, BROADCASTING.

For sale—250 watt station exclusive trade area Rocky Mountain west. Excellent volume and investment returns plus exceptional good will. Present owners desire fulltime enterprises. Replies confidential. Box 488, BROADCASTING.

General radio modulation monitor Type 731A. Contact WMT, Cedar Rapids, Iowa.

Rek-O-Kut master pro recording assembly; Webster magnetic head, 10 ohms, cut inside out 120 lines per inch. Like new. Sale price $150.00. Contact Chief Engineer, WSAM, Saginaw, Michigan.

RCA-76-B control consolette in good condition, complete with tubes. Has had excellent care and maintenance. Ideal for new station. Price $850.00 FOB Savannah, subject immediate shipment. WSAV, Savannah, Georgia.

For sale, WE 23-C console. What do you offer? Contact Manager WMOU, Berlin, New Hampshire.

Wanted to Buy

Wanted: Tower, 190 feet self-supporting, complete with lighting equipment; two turntables and other equipment. Give price and full details. Box 433, BROADCASTING.

Miscellaneous

Appraisals. Counsel to prospective station owners, based on twenty-six years of practical broadcasting experience. George H. Jaspert, Radio Consultant, Little Bldg., Boston 16, Massachusetts. Hancock 4948.

Radio station brokers—Public and private financing of established broadcasting companies. Confidential negotiations for the purchase and sale of radio station. Inquiries invited. Stark & Company, Inc., Howard E. Stark, President, 10 E. 40th St., New York 16, N. Y. Lexington 2-8960.

Frequency monitor service: We service all standard makes of station monitors including replacement or regrinding of the crystal. High quality quartz crystals for broadcast service. Station frequency measurements; our reports are accepted by the FCC over a decade of satisfaction and prompt service. Edison Electronic Company, Temple, Texas.

LOOKING FOR A
STATION MANAGER

Young, aggressive manager now employed as such desires helm of organization which will reward KNOW-HOW with confidence and commensurate financial compensation. 12 years in radio, having worked every job on the station staff. Veteran, 30, single. Experienced complete job of establishing new regional station. Expert local programming. Record of commercial success and audience acceptance. Experienced FCC procedures, NAB representation. A working manager, not a swivel-chair executive. A real organizer. Other key personnel also available. Planning auto trip immediately. Want me to include you in the itinerary? Address Box 505, BROADCASTING.

NOW YOU CAN
INCREASE
YOUR EARNING POWER
IN RADIO!

Unless you have had specialized training in radio, under expert guidance—you may not have capitalized completely on your talent. Now is the time—with more and more people coming into radio—to develop your capacities to the fullest degree.

Betty Wason, former war correspondent for CBS: "Your course is a provocative beginning for the novice in radio, and an excellent brush-up for those who want to acquire a smoother technique. . . ."

The National Academy of Broadcasting—oldest school in America teaching broadcasting techniques—offers a complete course of study, including announcing, acting, script-writing, etc. Under the direction of Alice Keith, nationally famous author and educator. GI accredited.

★

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—to immediate buyer for $10,000 cash—

Radio Production business showing a profit.

Have suite of well-furnished offices, long-term lease, mid-town New York City area East Side—transcribed and live properties that have been tested and approved by commercial with your inquiry.

Submit bank references with your inquiry.

Box 512 Broadcasting

Attorney Questions New Act Powers

Section 9(b) Is Analyzed By Ex-assistant General Counsel of FCC

By NATHAN DAVID

WELL-VERSED in FCC legal procedure, Nathan David is former FCC assistant general counsel, now engaged in radio law practice with the firm of David, Courtney, Krieger and Jorgensen, Washington. For two years he was secretary to then Chairman James Lawrence Fly, and in 1942 was named chief of the War Problems and Enforcement Division of the Commission. During the war he served in the Navy. Here he states his views on the controversial Section 9 (b) of Administrative Procedure Act.

YOUR EDITORIAL of October 14, 1946 raising a question as to the applicability of Section 9 (b) of the Administrative Procedure Act to renewal and revocation proceedings of the FCC was indeed most interesting. In view of the fact that the conclusion you suggest raises not only important legal questions but also serious questions of policy which go to the very roots of the relationship between the broadcast industry and the Communications Commission, you may agree that the subject warrants further discussion and consideration.

Omitting language not here pertinent, Section 9 (b) of the Administrative Procedure Act provides:

> "Except in case of willfulness or those in which public . . . interest . . . requires otherwise, no withdrawal, suspension, revocation or annulment of any license shall be lawful unless, prior to the institution of agency proceedings therefor, facts or conduct which may warrant such action shall have been called to the attention of the licensee by the agency in writing and the licensee shall have been accorded opportunity to demonstrate or achieve compliance with all lawful requirements."

Where applicable the net effect of this provision is, as you have pointed out, that a Federal agency may not terminate a license it has issued until it has given to the licensee an opportunity to remedy the defects upon which it proposes to base its termination. If this section applies to the FCC, it follows that a notice of revocation or a designation for hearing of a broadcast application for renewal would have to be preceded by a notice to the licensee of the conduct which the Commission found subject to criticism, to be followed by a fair opportunity to the licensee to remedy the matters called to his attention.

Your editorial accordingly reaches the conclusion that the renewal proceedings recently instituted against seven stations may therefore be legally ineffective because no prior notice was given to the licensees.

I would like to suggest two further observations: (1) there are exceptions written into Section 9 (b) which may have the effect of eliminating the requirements of such notice in the case of the FCC; and (2) there is considerable room for difference of opinion as to which result will leave broadcasters in a happier position.

Legislative History

In weighing the various factors involved, it may be helpful first to consider the legislative history of Section 9 (b) of the Administrative Procedure Act. A careful examination of that history reveals that the language in question, in substantially its present form, was in the original bills as introduced in the Senate by Senator McCarran (D-Nev.) and in the House by Congressman Sumners (D-Texas). In interpreting the wording used, the House Committee on the Judiciary in one of its reports made the following statement with reference to the exceptions set out:

> "The exceptions . . . apply only where the demonstrable facts fully and fairly warrant their application. Willfulness must be manifest. The same is true of 'public interest.' The standard of 'public . . . interest' means a situation where clear and immediate necessity for the due execution of the laws overrides the equities or the injury to the licensee; the term does not confer upon agencies authority at will to ignore the requirement of notice and an opportunity to demonstrate compliance."

The Senate Report of the Committee on Judiciary contains almost identical language. It must be conceded that this is strong support for the requirement of prior notice, as argued in your editorial. Notwithstanding, it is believed that fundamental policy and legal considerations combine to supply a firm basis for reaching exactly the opposite conclusion.

Consider for a moment what would be required of the Commission if it must give warning to licensees before revocation or renewal proceedings. With all deference to the debate still continuing on the power of the Commission to concern itself with program service, the Commission's authority to take into consideration the overall program structure of licensees would in general appear to rest on a secure legal foundation in the light of existing court decisions.

At the present time, if the Commission in the exercise of that power determines that a licensee has failed to meet his responsibilities, it can forthwith proceed against him only by revocation proceedings or by hearings on the renewal of his license. Interpose the step said to be required by Section 9 (b), however, and something new has indeed been added.

Power of Censorship?

If a licensee's programming were found wanting because of certain types of programs carried by him, the Commission would be compelled to point out those programs to the licensee and in effect to demand their removal from the air—or else. Such action would be tantamount to censorship.

This is a power which all would agree the FCC did not have before Section 9 (b) became law. Nor is there any persuasive evidence to indicate that the Congress intended to vest in the FCC so tremendous a substantive power by what was regarded as a procedural statute of general applicability to all agencies. For example, Senator McCarran stated at one point in the debate:

"Except in few respects, this is not a measure conferring administrative powers, but is one laying down definitions and stating limitations."

This is an element which must be given great weight in reading Section 9 (b).

The legal argument demonstrating that this power is still withheld from the Commission is to be found. I believe, in the construction of the words "public interest," a phrase which appears both in the Communications Act and in Section 9 (b). As the words "public interest" are used in the Communications Act, they are expressly stated not to encompass a power of censorship in the Commission. Section 9 (b) provides in terms that prior notice be given except in those cases "in which public interest requires otherwise." In applying this Section to the Commission's procedures, it does not appear reasonable to regard it as vesting a power of censorship in that agency which its own basic statute expressly negates.

Cecil DeMille Loses His Appeal in AFRA Squabble

CECIL B. DEMILLE, Hollywood film producer and former radio director-m.c., lost appeal on a Superior Court decision upholding his suspension from AFRA for nonpayment of a one dollar political assessment. District Court of Appeals in Los Angeles ruled AFRA's constitution empowered union directors to levy the assessment to oppose passage of a "right to work" measure on the 1944 California state ballot.

Mr. DeMille lost a $98,200 annual salary as director-m. c. of CBS *Lux Radio Theatre* because he objected to the assessment. He brought suit before Superior Court Judge Emmett Wilson who upheld a union demurrer. Mr. DeMille then filed action with the District Court of Appeals. Judge Wilson, in dismission suit held that the assessment was permissible under AFRA's articles of incorporation. The film producer, because of his break with AFRA, has been out of radio.

TELEGRAPH FIRM MERGER NEED IS CITED BY DURR

SUBSIDIZATION of Western Union or merger of the company with another communications agency will be necessary if the U. S. is to retain a nation-wide telegraph service, in the opinion of FCC Comr. Clifford J. Durr.

Among possible solutions he suggested merger with either the Post Office Dept. or the telephone system. Expressing fear for the survival of the company as a truly nation-wide service, he said the FCC should face Congress with the problem now and "not let it drift any longer."

Comr. Durr, taking the position that the company's "accumulated inefficiencies have caught up with it," has been the lone dissenter in recent Commission proceedings granting rate increases to Western Union.

Fred R. Hover

FRED R. HOVER, 52, founder, owner and manager of WFIN Findlay, Ohio, died suddenly last Thursday, Jan. 2. He had suffered from heart attacks for several years. Funeral services were held Sunday at his home in Findlay. Well known in the industry for his keen sense of radio problems and homespun philosophy, Mr. Hover had established WFIN in December 1941. Last year a grant was received for a metropolitan FM outlet, now under construction. A prominent local attorney and active in civic affairs, Mr. Hover was a member of the Ohio State Bar Assn. and the American Legion. A graduate of Ohio State U. Law School, he was veteran of World War I. He is survived by his wife, four sons and two daughters. Dimond Hover, a daughter, had been associated with her father at WFIN since its inception.

ARTISTS' PROGRAM

KVSF Santa Fe Show Designed to Arouse Art Interest

A UNIQUE program intended to awaken interest in art is presented by KVSF Santa Fe CBS outlet. The show, entitled *The Artist's Hour*, has been in production over a year and is steadily gaining wider audience. Alfred Morang, director of the Morang School of Fine Arts in Santa Fe, is writer and producer of the show.

The non-commercial production begins with a ten-minute art newscast followed by news of the bimonthly changes of exhibitions at the Art Gallery of the State Museum; news of the Museum Extension service; news of achievements of artists throughout the nation; and art news from all sections of the country. In addition to the commentaries, leading artists are often interviewed by Mr. Morang.

Miss Martin

(Continued from page 15)

Republican National Committee.

She would fill the vacancy created last February when Paul A. Porter resigned to become OPA Administrator. It was no secret that President Truman held open Mr. Porter's Commission post, pending completion of his task at OPA. When Mr. Porter resigned in December from Government service, however, President Truman immediately named Charles R. Denny permanent chairman. Mr. Denny had been acting chairman since February.

With Miss Martin's appointment the Commission would be made up of three Democrats — Comrs. Denny, C. J. Durr and Paul A. Walker; three Republicans, Comrs. Ray C. Wakefield, Rosel Hyde and Miss Martin, and one independent, Comr. E. K. Jett.

Porter Vacancy

Miss Martin, if named to the Commission, would fill the unexpired term of Mr. Porter—serving until June 30, 1949.

A native of Kingman, Me., she is of Scotch-Irish ancestry. She attended Bradford (Mass.) Academy and Wellesley College and completed her university studies at the U. of Maine, receiving a Bachelor of Arts degree. Miss Martin attended Northwestern U. summer sessions and studied a year at Yale U. Law School. In 1939 Bates College conferred on her the honorary Master of Arts degree.

One of Maine's leading citizens, Miss Martin was elected to the Maine House of Representatives in 1930. After two terms she was elected to the State Senate, where she was a member of the Joint Committee on Legal Affairs, and chairman of the Joint Committee on State Prisons. She served also on the Committee on Federal Relations and the Recess Committee on Labor Relations.

Committeewoman

In 1936 she was elected Committeewoman from Maine and still holds that post. In 1937 Miss Martin was appointed director of the Women's Division of the Republican National Committee and had served continuously in that post until her resignation. She also served as assistant chairman under John Hamilton, Herbert Brownell and Carroll Reece.

Miss Martin originated the National Federation of Women's Republican Clubs and has spoken in every state except Louisiana, Mississippi, Georgia, South Carolina, Alabama and Arkansas. She was out of Washington Friday and could not be reached for comment.

With the new makeup of committees in the Senate Miss Martin's confirmation was assured. Serving with Senator White on the Interstate and Foreign Commerce Committee are, in the order of their rank: Sens. Charles W. Tobey (N.H.), Clyde R. Reed (Kan.), Owen Brewster (Me.), Albert L. Hawkes (N.J.), E. H. Moore (Okla.) and Homer E. Capehart (Ind.). All except Senator Brewster were holdovers from the old Interstate Commerce Committee.

Senator Reed, who had announced he would oppose Senator White's appointment to head the committee, withdrew his opposition Thursday at the Republican Conference meeting but did question the naming of Senator Brewster to the committee on the grounds that strict seniority was not being observed.

Senator Tobey, who last session introduced a resolution to investigate the FCC, is expected to shoulder much responsibility of the committee, in view of Senator White's duties as Majority Leader. Senator Tobey told BROADCASTING Friday that he was undetermined as to whether to push for an investigation in the new Congress, although he has been an outspoken critic of the FCC.

Would Accept Post

On the House side Rep. Charles A. Wolverton (N.J.), ranking minority member of the old Interstate and Foreign Commerce Committee, notified the Republican leadership he would accept chairmanship of the committee in the new Congress. At a meeting Thursday of the House Republican Conference, Mr. Martin was elected Speaker, Rep. Charles Halleck (Ind.) was chosen Majority Leader, while the Democrats drafted former Speaker Sam Rayburn (Tex.) as Minority Leader.

Legislation Asked Barring Sale Of Time to Labor for Politics

LEGISLATION clearly making it illegal for labor organizations to purchase radio time in connection with elections, "whether or not expenditures are made with or without the knowledge or consent of the candidates" was recommended Thursday by the House Special Committee on Campaign Expenditures.

The committee urged amendment of Section 313 of the Federal Corrupt Practices Act to remove any doubt that the law, as amended by the War Labor Disputes Act, forbids election expenditures by unions.

Lack of responsibility assumed by the parent CIO Political Action Committee over activities of state and local affiliates was regretted by the committee, with suggestion that widespread violations of law are occurring. It proposed a close check on such activities.

Under President Truman's Dec. 31 proclamation terminating hostilities, the war labor disputes portion of Corrupt Practices Act expires in mid-1947. The committee suggests amendment of the law to make the ban permanent and to clarify its provisions to remove any doubt as to its applicability to labor organizations.

Supported Marcantonio

In its report the committee reported that Virginia Foster Durr, wife of FCC Commissioner Clifford J. Durr and sister of the wife of Supreme Court Justice Hugo Black, had contributed to the campaign of Rep. Vito Marcantonio, successful American Labor candidate for the 18th Congressional District in New York.

The Communist Party actively supported Rep. Marcantonio, the committee stated, but it could find no report of its activities at the election board or the House clerk's office. Furthermore, the committee said, no answer was received to a questionnaire it had sent the party.

Video Is Funny

"TELEVISION Is a Funny Business," according to the title of a pamphlet privately printed by Allen B. Du Mont. The pamphlet reproduces cartoons from newspapers and magazines, which he says reflect the growing public interest in the medium, as well as some of its hopes and fears. "We are pleased to note that almost without exception, they show a large screen," the pamphlet notes. "This may be done for the artists' convenience although we should prefer to believe it reflects public taste."

OPERATIONS STARTED BY WTNT AUGUSTA, GA.

WTNT Augusta, Ga., NBC outlet, went on the air at 12:30 p.m. Jan. 1 as scheduled, and is reported to have set a new mark for construction in these times.

The proposed construction permit was issued by the FCC Nov. 1; title to the land where the station is situated was not obtained until Dec. 1—and one month later it was on the air.

Station was opened with brief addresses by officers of the Georgia-Carolina Broadcasting Co., licensee. Latter included P. S. Knox, president; Edgar W. Teasley, vice president and general manager; John T. Cash, secretary-treasurer, and Walter Brown, a stockholder. Mr. Brown is general manager of WSPA Spartanburg (see picture, page 30).

Rapid construction was made possible by employing prefabricated materials in building a news room, record room, control room and studio. The structure was assembled at the factory and delivered complete, including acoustic treatment and carpeting, aboard a trailer-truck. WTNT is 250 w fulltime operation on 1230 kc.

BREAK ASKED FOR VETERANS

Relaxation of Operator Rules Proposed to Give Trained Men Employment

COMPLAINT that World War II veterans, skilled in the operation of electronics equipment, are unable to obtain positions because they lack first-class licenses since FCC last summer handed down Order 91-D has been heard from stations and ex-servicemen.

Typical complaint comes from Gordon C. Thompson, of Havre, Mont., who has been unable to obtain a position despite extensive technical experience. Mr. Thompson had attempted to get a position in his home town at KAVR.

He explains that he attended college two years before entering the Navy, then graduated from several service radio engineering schools. He operated all types of shore and ship stations for three years, including maintenance work. He adds:

"I (and thousands of veterans like myself) played an important part in protecting the lives of other servicemen through communications systems. Now that the war is over, and most of us are back home, it seems reasonable that we should be able to get jobs in the various fields of work that the Government trained us to perform."

Edward J. Jansen, general manager of KBIO Burley, Idaho, who was appraised of the case, suggests: "Why not give these fine ex-service lads, who have received such splendid training from the Government, a break and allow them to operate a 250 w coffeepot with restricted tickets for one year. At the end of this period they must qualify for a second-class license and then allow them one more year to secure their first-class ticket. It would give a large number of worthwhile GI's an opportunity to take advantage of their bill of rights and relieve an existing headache of the small broadcasters."

Order 91-D requires presence at all times of a first-class operator though exception is made by the FCC in cases of severe hardship. The wartime Order 91-C greatly relaxed requirements due to shortage of personnel.

At Deadline ...

SIX NEW AM STATIONS AUTHORIZED BY FCC

GRANTS for six new AM stations—250 w fulltime locals at Bangor, Me., Somerset, Ky., and Atlantic City, and daytime outlets for Waterloo, Ia.; Meriden, Conn., and Paris, Tenn.—announced by FCC Friday.

Two MBS executives and one of WOR New York received Atlantic City grant. Gannett Publishing Co. (Portland *Evening Express* and *Press Herald*) owner of WGAN Portland, also owns Bangor grantee.

In Paris grant, to Kentucky Lake Broadcasting System (710 kc, 250 w, day), Commission set aside its former consolidation of Kentucky Lake's engineeringly non-conflicting application for hearing with three 1340 kc applications for Paris and nearby Murray, Ky. [BROADCASTING, Nov. 25]. Latter three applications to be heard Jan. 22-24 at Paris and Murray.

Kentucky Lake principals: E. Weaks Smith of Paducah, Ky., war veteran, former station engineer, president, 40%; Roy W. McKinney, Paducah businessman, 39.5%; Parkman R. Feezor, wartime civilian employe, AAF communications section, 19.8%. Granted Dec. 26.

Other grants:

Atlantic City, N. J.—Mid-Atlantic Broadcasting Co. 1340 kc, 250 w, fulltime. Principals (33-1/3% each): Earl M. Johnson, chief of Plans and Allocations Division, MBS Engineering Dept., president; Paul M. Hancock, MBS manager of station research; Charles H. Singer, assistant chief engineer, Bamberger Broadcasting Service (WOR). Granted Dec. 26.

Bangor, Me.—Portland Broadcasting System. 1450 kc, 250 w, fulltime. Principally owned (98.8%) by Gannett Publishing Co. (Portland Evening Express, Press Herald); headed by Guy P. Gannett. Granted Jan. 2.

Somerset, Ky.—Southeastern Broadcasting Co. 1240 kc, 250 w, fulltime. Principals (15% each, all of Somerset): Alonzo Carter, real estate owner, banker (president); George A. Joplin Jr., partner in Commonwealth and Journal newspapers; Pope Walker, real estate and banking; R. G. Williams Jr., city treasurer; Sam C. Kennedy, attorney. Granted Jan. 2.

Waterloo, Ia.—Waterloo Broadcasting Co. 1090 kc, 1 kw, day only. Principals (25% each): Claire R. Miller, manufacturers' representative, president; Otto A. Kohl, in bottle gas business; Otto A. Kohl Jr., former parttime operator of WSUI Iowa City; Amalie S. Miller, formerly with Cedar Rapids station. Granted Jan. 2.

Meriden, Conn.—Silver City Crystal Co. 1470 kc, 1 kw, day only. Equal owners: Carl A. Schultz (president) and William A. Schultz, brothers, associated with Silver City Glass Co., and James A. Iodice. Providence consulting radio engineer. Granted Jan. 2.

DEMPSEY PETITION AGAINST KOB SET FOR HEARING

FCC set for hearing petition of John J. Dempsey, former New Mexico Governor, alleging KOB Albuquerque broadcast "false, defamatory and scurrilous allegations" against him.

Petition filed by William J. Dempsey, his son and member of law firm of Dempsey & Koplovitz, asked investigation of character and qualifications of T. M. Pepperday, sole stockholder of KOB, and requested revocation of license. Petition cited alleged series of 15-minute talks by Larry Bynon charging official misconduct against Harry Bigbie, assistant Attorney General, and Harry Shuart, director of Liquor Division, Dept. of Revenue. These talks, it is charged, contained same material as editorials in Mr. Pepperday's *Albuquerque Journal.*

Violation of Sec. 317, Communications Act, charged, for alleged failure to identify sponsor properly, as well as broadcasts of editorial opinion identical with that of newspaper. Petition filed last March. Pending at FCC is petition by State Board of Regents for involuntary transfer of KOB; board sold KOB to Mr. Pepperday in 1936 [BROADCASTING, Sept. 2].

RECEIVER tube production set all time record in November, Radio Manufacturers Assn. announced Friday, with total of 21,623,077.

FM CONDITIONAL GRANTS FOR TOLEDO, GREENSBORO

CONDITIONAL GRANTS for Class B FM stations in Toledo, Ohio, and Greensboro, N. C., and CP's for six Class B and two Class A stations announced by FCC Friday. Another Class B CP issued "in lieu of previous conditions."

Toledo conditional went to Ohio-Michigan Broadcasting Corp., headed by Lynne C. Smeby, Washington radio consulting engineer. Mr. Smeby and Harold True, WWJ Detroit news commentator, and Nicholas Walinski, Toledo attorney, own 22% each, with Electric Auto Lite Co. of Toledo owning remainder. Grantee is AM applicant.

Greensboro conditional went to Capitol Broadcasting Co., licensee WRAL and WRAL-FM Raleigh, N. C.

CP's issued as follows, certain conditions in each case (power is effective radiated power; antenna height, height above average terrain; AM association shown in parentheses):

Colony Bcstg. Corp., New Haven, Conn.—Class B; 100.5 mc. (Channel 263); 20 kw; 500 feet.

Federated Publications Inc. (WELL), Battle Creek, Mich.—Class B; 102.1 mc. (No. 271); 20 kw; 500 feet.

*Leonard A. Versluis (WLAV), Grand Rapids, Mich.—Class B; 93.9 mc. (No. 230); 54 kw; 275 feet.

Oneonta Star Inc., Oneonta, N. Y.—Class B; 95.3 mc. (No. 237); 4.2 kw; 800 feet.

Northwestern Ohio Bcstg Corp., Lima, Ohio—Class B; 96.3 mc. (No. 242); 20 kw; 500 feet.

Jay R. David, Tiffin, Ohio—Class A; 104.3 mc. (No. 282); 450 w; 120 feet.

WKBN Bcstg. Corp. (WKBN), Youngstown, Ohio—Class B; 98.9 mc. (No. 255); 19 kw; 525 feet.

WJAC Inc. (WJAC), Johnstown, Pa.—Class B; 99.5 mc. (No. 258); 2.2 kw; 1.060 feet.

Philip Weiss Music Co. (WSYB), Rutland, Vt.—Class A; 104.3 mc. (No. 282); 280 w; minus 600 feet.

(*) In lieu of previous conditions.

WBAL DENIED PETITION TO DROP RENEWAL HEARING

FCC announced Friday it denied WBAL Baltimore petition to set aside designation of WBAL's license renewal application for hearing with Drew Pearson-Robert S. Allen request for Baltimore station's clear-channel facilities, but postponed hearing date from Jan. 13 to Feb. 24.

Simultaneously, opening way for inclusion of "Blue Book" program issues in hearing, Commission said "all competent evidence concerning the past or future operation" of WBAL and proposed operation of Pearson-Allen firm is relevant. Commission originally omitted program questions from hearing issues.

BAMBERGER CONTRACTS FOR CAPITAL VIDEO TOWER

BAMBERGER Broadcasting Service, operator of WOR New York, lets contract for construction of foundation and tower base of Washington video station, WWBR, to Davis, Wick & Rosegarten of Washington.

J. R. Poppele, Bamberger vice president in charge of engineering, said construction will begin shortly on base of 300-foot tower to be erected at 40th and Brandywine, Washington, highest point in D. C. area. Tower will be constructed by Lehigh Structural Steel Co. from plans prepared by WOR and hold platforms for shortwave, microwave and video receiving and transmitting equipment. Berla & Abel, Washington, are architects.

People

WAYNE COY, vice president of WINX and WINX-FM Washington, leaves San Francisco—where he is now attending meeting of NAB Board—Jan. 21 in company of 11 other newspapermen for 30-day air jaunt to Korea and Japan.

ROBERT BROWN has resigned as executive news editor in charge of radio department of International News Service. He is vacationing in South.

JOHN E. McCOY taking over as head of FCC Legal Dept.'s FM Section, succeeding Charles Hubert, now head of FCC New York office.

NEW AFRA DISC PACT ABOUT READY TO SIGN

AFRA's new transcription contract should be ready for signing this week, following last week's agreement on all clauses of the contract by company and union officials. Remaining "language difficulties" on wording of pact expected to be cleared up late Friday at meeting of companies and union.

New contract calls for 20% rise in base pay for transcribed programs of five minutes or more, and boost in one-minute announcement base rate from $4 to $7.20. Pact contains "Crosby" clause providing for AFRA members to receive network commercial rate rather than transcription rate for transcribed programs broadcast on coast-to-coast network.

In Chicago Friday Ray Jones, AFRA local executive secretary, said only WGN held out with WENR to end on sustaining announcer classification, with local permitting them to continue present plan to Oct. 31 when they join WMAQ, WLS and WBBM in paying $108.90 rate. He said he expected contracts to be ready in week.

OPENING OF CONGRESS TELEVISED: LENS FALLS

ASIDE FROM telephoto lens dropping from television camera to floor of House Friday, first telecast of Congress went off as scheduled (earlier story page 15). No interruption, two cameras used. Lens damaged. Nobody hurt. Preceding opening Rep. Sam Rayburn (D-Tex.), retiring Speaker, new Minority Leader; Rep. Charles A. Halleck (R-Ind.), new Majority Leader; Rep. Clarence J. Brown (R-Ohio), GOP Campaign Director, and Rep. Charles A. Wolverton (R-N.J.), new Interstate & Foreign Commerce Committee chairman, televised.

Closed Circuit

(*Continued from page 4*)

board chairman; Mr. Biddle, U. S. wartime Minister to Governments-in-Exile in London. Remaining WIBG common stock held equally by President Paul F. Harron and Joseph Lang, who together own all preferred stock. Figure involved probably close to $500,000.

ARTHUR CHURCH, owner of KMBC Kansas City, has purchased Shrine Auditorium for nearly $200,000 to be converted into new radio city for CBS outlet. KMBC's *Brush Creek Follies* originates at auditorium.

LOOK for meeting of new NAB-RMA liaison committee within month. With many common interests, two groups have never been close. First order of business likely to be joint effort to build 1947 National Radio Week into big-time nationwide promotion.

Fine Music...

No apologies are necessary because each broadcasting day is not filled with music of the masters. The majority rules—and yet, that minority of serious music lovers is remembered. KMBC as one broadcaster is originating Efrem Kurtz and the Kansas City Philharmonic for the fourth consecutive season—in addition to carrying the unexcelled array of fine music emanating from CBS.

—KMBC *of Kansas City*